

CoMSID

Committee of Marketing & Sports Information Directors

Best Practices Guide Part I: Sports Information

September 2005



Canadian Interuniversity Sport
Sport interuniversitaire canadien

CoMSID BEST PRACTICES GUIDE PART I: Sports Information

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PREFACE

The CoMSID Best Practices Guide was created in 2005 by the Canadian Interuniversity Sport (CIS) Committee of Marketing and Sports Information Directors (CoMSID). The Best Practices Guide consists of three parts:

- i) Sports Information
- ii) Event Management
- iii) Promotions

The objective of the committee when creating the guide was to establish a reference manual for all communications professionals within the CIS. It is hoped that the ideas and processes contained in the Best Practices Guide will provide a clear and consistent set of standards for sports information, event management and promotions within the CIS, and become a valuable resource guide for all members.

Part I of the Best Practices Guide was completed in September 2005, with parts II and III to follow in 2006. At the end of each intercollegiate season, CoMSID will update the Best Practices Guide to ensure that the most up-to-date information and resources are available to the CIS and its membership.

One of CoMSID's major tasks is to look for, cultivate and create professional development opportunities in sports information, media relations, communications, event management and promotions. With the establishment and continued development of the Best Practices Guide, the committee feels it has created a great foundation.

Sincerely,

2005-06 CoMSID Committee Members:

Michel Bélanger – CIS (Media and Publications manager)
Eric Cederberg – Acadia University (AUS representative)
Krista Hynes – Dalhousie University (At-Large representative)
David Kent – Carleton University (At-Large representative)
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Kimberly Moser – York University (Interim Chair/OUA representative)
Pat Murray – York University (CIS V-P Marketing)

CHAPTER 1: ROLE OF THE SID/COMMUNICATIONS PROFESSIONAL

By David Kent, Carleton University

The sports information director or communications professional holds an important position within an athletic department. As the eyes, ears and often voice of the student-athletes, coaches and/or athletic administrators, the role and responsibilities are wide by nature.

In this section, we discuss a number of the major duties/tasks a sports information director or communications professional coordinates.

Day-to-Day Operations

The communications professional should create a weekly routine. This schedule will normally begin on Sunday night or Monday morning as this is the time when all teams have completed their weekend competitions, and as such, all results are in along with updated standings, individual and team statistics, etc.

The first task of a communications professional should be to recap of their varsity team's performance. Be sure this information is featured on your website. The recap can include:

- Results and individual highlights from the past week
- Schedule for all teams for the upcoming week
- The school's athletes of the week
- Any major promotional activities coming up during the week

The next major task of a communications professional is to set up media interviews for the end of the week, most likely Thursday or Friday. As the weekend draws closer, you will want your coaches and student-athletes to be interviewed to promote your events. Do not be shy in promoting your teams, even if they are on the road. You want the media to keep your team's profile high while they are on the road, so that when they come home, it is a big story.

Work with your coaches to develop a weekly practice schedule and send it to the media with any do's and don'ts such as: no interviews during practice or only 15 minutes prior to practice or after practice. Whenever possible, attend these media scrums, especially during a race for a provincial or national championship.

Next, the communications professional should contact their counterpart at the opposing school to provide them with information if they are the road team or to request information from them if they are the host school.

Game-day programs/inserts should be prepared for home games/events for all sports expecting spectators and/or media.

Be sure you are prepared to send final results of your home events to the opposing school's communications professional as well as your regional association and the CIS office.

Wednesday or Thursday are the recommended days to send a media release previewing your events for the weekend. It is a good idea to include media from the market of the opposing team

you are playing as well (e.g. if Carleton travels to Kingston to face Queen's in men's basketball, include the Kingston Whig Standard and Queen's school newspapers).

General tip: Try to attend as many home games as possible. It's a great way to get to know your teams, the coaches, student-athletes and staff, all of which will help you develop story ideas and publicity for your athletic program.

Other key responsibilities of the sports information director/communications professional include:

- Creating media guides
- Creating programs, inserts for home events
- Creating schedule cards, preseason brochures, recruiting kits
- Maintaining and overseeing the website
- Working with alumni associations to create alumni newsletters
- Writing all news and feature releases/articles
- Setting up media conferences
- Organizing photography sessions
- Arranging media interviews with coaches and student-athletes
- Working with coaches on day-to-day publicity
- Working with regional association and CIS offices on all sports information related stories and nominations such as athletes of the week awards, etc.
- Overseeing score reporting and statistics (Stat Crew, etc.)
- Working with the event manager or marketing coordinator on all aspects of the game, e.g. give-away contests, promotions, sponsor banners
- Creating game-day script for PA/remote announcer
- Working with media to confirm that they have their credentials, place in the press box
- If TV or radio is covering a game, arranging for all broadcasters and camera persons to have their credentials, information and spots
- Regular contact with the media re: score reporting, stats and team schedules

CHAPTER 2: WORKING WITH YOUR PEERS

By Kimberly Moser, York University

In this section, we take a look at the various ways that the communications professional can work with his/her peers – whether on campus, within his/her regional association, or across the country.

How to work within your institution

There are many reasons why it is important to work closely with your school's communications, media relations or public affairs office.

You are in this together!

Remember we are all trying to do the same thing: promote the people, places and events at the University. Your athletes, teams and coaches are a big part of this. Recognize that and ensure that these departments on campus are aware of the impact you and your athletes, teams, coaches and events can make.

Major announcements

The communications, media relations or public affairs office can be of great help when the athletic department prepares to make a major announcement.

For example: a new athletic facility or sports team. These offices can help in getting more media (traditional non-sports media) out to the event/press conference, or simply with securing the attendance of the president of the university or other key VIPs. They may also help in getting a prestigious emcee or host for the event. Last, but certainly not least, they have resources that can be utilized such as signage, podiums, university trinkets and other useful supplies.

New opportunities

The communications, media relations or public affairs office can often provide insight and/or assistance in attracting non-sports media to a particular athlete, coach or event. For example, they may be able to help secure coverage from an ethnic newspaper or television station that normally would not cover sports.

Another great way to utilize these offices is to work with them in order to provide content for the various publications, press releases or documents they are responsible for. For example: alumni magazines or e-mail newsletters. Securing a regular spot in one of these publications for your athletic department's press releases or stories can make a major impact as you are reaching a non-sports audience, thereby widening your reach.

University policy

It is important to establish a solid working relationship with your university communications, media relations or public affairs office as more and more schools now go through these offices to produce publications, or to ensure adherence to the university's branding policies and standards.

Reputation

As the communications professional for your department, you are an expert regarding your athletes, coaches and teams. Make sure your university communications, media relations or public affairs office knows this by keeping them in the loop on stories or media coverage on the athletic department. Additionally, you never know when something may come up where they can make use of your athletes, coaches or events in a university-wide campaign, ceremony or event.

How to work with other schools

Working closely with the other schools (especially those in your own regional association) will allow you to be more efficient in getting your job done.

The small things first

There are numerous ways schools can work together. It can be as simple as faxing the box score to the visiting school after a game or including the visiting team's communications professional on your distribution list when you send out a game recap, so that he/she can edit it for their own purposes and post it on their website and/or forward it to their own distribution list.

Traveling media

When you know that media from your local area are traveling with your team to a game/event on the road, it is important to contact the communications professional from the host school to ensure that they are aware media from outside are coming, and can make arrangements to provide the necessary services.

Partnerships

Another way in which to work together is to have schools within the same local area partner up to target the media in that region, securing coverage for both (or more) schools instead of just one (or none at all as the case may be).

Schools within the Vancouver region have done a great job of this by providing standard press releases to the local media whenever their teams play so that the media always receives high-quality, consistent information. As a result, media regularly report on all of the schools and overall coverage has increased. Other schools have partnered up to host CIS championships, sharing the score reporting, media relations and sports information duties.

A little help from your friends

At times, you will need to rely on the help of other communications professionals for information in order to get your job done. While it can be difficult at times to add another item or duty to an already over-crowded “to do” list, it is important to always follow-through and help your fellow communications professional as you never know when you will find yourself on the other end of the phone or e-mail needing help.

Sharing

One of the most important and effective ways in which to work with other schools is to share. We can all benefit by sharing everything from publication samples to information on how to handle media, coaches, athletes, administrators, etc. Another great thing to share are success stories such as how you “pitched” a story to the media, got a great turnout to a media conference, tricks of how to work with coaches, how you hire and retain great student help, how you deal with stress. The topics are endless. The most important thing is to continue to share.

How to work with your regional association and the CIS office

It is important to work closely with both your regional association office and the CIS office as they provide unique opportunities to promote your program, athletes, coaches and events to a broader audience.

Additionally, as the roles and responsibilities of the communications professional continue to grow, it is important to know what is expected of you so that you don’t miss an opportunity or deadline, which could result in a fine for your institution, but more importantly could make the work of your regional association office or the CIS office more difficult.

Keep updated records

One of the easiest ways to create interest from media and fans is to have an athlete, coach or team chasing a record, whether at the school, regional association or CIS level. By keeping your game/event, season and career records up-to-date and consistent with regional association and CIS marks, you can quickly reap the rewards (i.e. media coverage) when an individual or team closes in on or sets a record.

Logo identification

Add your regional association logo and/or the CIS logo to your publications and website. This not only promotes both your regional and national offices, it also shows readers/users that you are representing more than just your local school.

Cross promotion

In addition to chasing records, there are other times when you can work with your regional association or the CIS office to promote an athlete, coach or team: major award winners, MVPs,

all-stars, all-Canadians, athletes of the week. For each of the above-mentioned examples, it is important to take the lead in promoting these successes, while respecting embargos set by the regional association or the CIS offices.

Provincial/national media

Your regional association office or the CIS office can often help target and secure provincial or national media when a major story comes along. For example, if you have a great human-interest angle on one of your athletes, be sure you share the information with your regional association and the CIS office so that they also have the opportunity to pitch the story to media they deal with on a regular basis.

CHAPTER 3: WRITING: THE BASICS

By Pete Lewis, University of Victoria

In this section, we take a look at some basic rules and useful tips to consider when writing press releases. In order to maximize the “life” of a press release, the communications professional is encouraged to use “CP Style”, a general and neutral style of writing found in newspapers across the country.

All information for this section was gathered from *The Canadian Press Stylebook - A guide for Writers and Editors*, and *The Canadian Press Caps and Spelling Guide*. This information is supplemented with a press release sample from McGill University Sports Information Director, Earl Zukerman.

Canadian Press Style

What is Canadian Press (CP) and CP Style?

Re-printed permission from Canadian Press, Marketing Department.

The Canadian Press is a news agency, co-operatively owned by the media companies that own Canada’s daily newspapers. These newspapers elect a board of directors that control CP. They each contribute news from their area to a common pool.

How does this exchange work? The Montreal Gazette, for instance, takes on the responsibility of covering a major court case in its city for the common pool. In return, it gets coverage from the Halifax Chronicle-Herald about a waterfront strike. CP is the conduit, compiling reports from member papers and ensuring that the important news of the day is covered and delivered in time for deadlines that span six time zones.

CP also has reporters, editors and photographers based in bureaus across the country. Add into this mix, news stories shared by the hundreds of radio and television stations that are clients of CP and Broadcast News. The result is a Canadian news report that is unmatched for its depth, breadth, timeliness and diversity.

See appendix 3A for a more complete overview and history of CP.

The value of CP Style

As communications professionals, we write media releases to appeal to media, therefore, it is important that we provide the information that is required. Since the common practice of almost all newspapers in Canada is to use CP style, it makes sense to provide information to the journalists in a format that is usable to them. Using CP style provides consistency in your writing - through spelling, capitalization, word usage, and even meeting space/length requirements.

Media releases written in CP style also allow others such as schools, regional associations, the CIS office, national and provincial sports organizations (NSO's, PSO's), to utilize them by posting them on their own website or forwarding them onto their own distribution lists.

A well-written, "ready-for-print" release allows journalists who are under tight deadlines and/or busy writing other stories the opportunity to use your work with minimal editing. This is especially important when the subject of your release does not fall into the category of media news or high-profile sport, in which case, the newspaper might choose to print it anyway since it won't require additional effort from staff.

Since the main purpose of writing a media release is to get the information out, writing it in CP style increases the likelihood that it will be printed and sent out over the wire service.

CP Style and sports releases

Releases should follow the same standards as general news writing with a focus on the people involved more than the raw statistics.

The most important element of a sports release is to be concise. Focus your writing on one or two key areas of interest, whether it is human interest or a game report. Build your story around those key areas. Additional information such as scoring plays and player performances can be summed up in a short paragraph to complete your release.

Where possible, try to limit your release to around 400 words. Keep in mind that space on the sports pages is limited, especially during the weekend and on Mondays.

It is vital that the sport involved be identified early in every story.

Please refer to the Chapter 4 of this guide "Writing – Part 2: Media Releases" for more information on formatting your release, as well as for additional details on various types of releases.

CP Style key points

The following is a list of key CP style points and techniques to keep in mind when writing media releases. Refer to the CP Style Guide as your complete reference.

1. CP Style uses the Canadian Oxford Dictionary for its authority on spelling. Exceptions may be found in the Caps and Spelling guide.
2. Hometown/place of birth – CP style DOES NOT use postal code abbreviations for provinces. It is Cranbrook, B.C. and not Cranbrook, BC. It is Owen Sound, Ont. and not Owen Sound, ON. *Refer to page 193 (Abbreviations and Acronyms – Places) in the 12th edition of the CP Style Guide for the correct list of provincial (and U.S. state) abbreviations.*
3. Cities used as team names take singular verbs; team names take plural verbs (Vancouver is last, The Canucks are last).

4. Long-established and well-known leagues/organizations such as the National Hockey League and the Canadian Football League may be referred to in first reference as the NHL and the CFL. Initials are permissible on second reference for well-known minor professional leagues (American Hockey League) and organizations such as Canadian Interuniversity Sport and its four regional associations. In this case, the name of the league/organization should be spelled out in the first reference with initials immediately following in brackets, and initials used for subsequent references.
5. Capitalize major events and trophies (the Universiade, the Olympic Games, the Canada Games, the Bronze Baby, etc.). After the initial reference, you may refer to them as the Games, etc. National and world championships are NOT capitalized (the world hockey championship).
6. Unless there is more than one championship being awarded, it is singular: Canadian Interuniversity Sport men's hockey championship, but Canadian Interuniversity Sport swimming championships (two banners: men's and women's).
7. The word *final*, meaning the last round of a competition, is singular. Write the Victoria Vikes reached the Pacific Division men's basketball final, not *finals*.
8. Numbers up to ten should be written out. Numbers 11 and above should appear in numerical form. *Refer to page 260 of 12th edition of CP Style Guide for a complete description on numbers.*
9. Symbol usage - Per cent or percent should be used and not %; rankings should appear as the Carleton Ravens are the CIS No. 1 ranked basketball team. Do not use the # symbol.
10. Although in CP style most measurement now appears in metric, personal measurements continue to use the imperial system. Thus, using the numbers rule it should be: Stienstra is a six foot eight centre or as an adjective, the six-foot-eight centre.... If the meaning is clear you may use, Stienstra, 6-8, 235 pounds, was named athlete of the year.
11. When referring to time such as in swimming or track, use a colon between hours, minutes and seconds, and a period prior to fractions of a second (1:52:38.44 = one hour 52 minutes 38.44 seconds).
12. Gender – be careful to avoid sexist language. Use women's, men's, male and female and not ladies, gentleman, girls or guys.
13. Dates – Use the specific day of the week and not today, yesterday or tomorrow. This will avoid confusion. Use the "seven-day rule". If the day falls within seven days of the current date, you may use on Wednesday, next Tuesday or last Saturday. Outside of the seven-day rule, use the date (The Dalhousie Tigers will next play on Saturday, May 5). For sporting events it is customary to include the day and date of the event.
14. Time – Sporting events typically have a set start time, therefore you may write the exact time. Unless the start time is not absolutely necessary, in which you may use words that give the reader a sense of the time. The game will tip off at 7 p.m. (not 7:00PM, 7PM or 7pm) or the Vikes men's cross-country team raced under the fresh Manitoba morning skies. Where releases will have a national appeal, such as announcing start times for a television or radio broadcast, include a time zone (8 a.m. local time or 8 a.m. PST / 7 a.m. MST). Time is written in figures, except for noon and midnight (not 12 noon or 12 midnight).

The use of quotes

Quotations add credibility, legitimacy, immediacy and impact to your release and should be used often, but more importantly, used correctly. As noted in other areas, good quotes when used appropriately will increase the likelihood of your media release being used or getting printed.

Quotations should be used to enhance or emphasize your point, but should not be your only point. Use quotes to bring passion and emotion to your release, drawing your reader into the event.

Standard practice for CP style requires quoting verbatim and in standard English. It is appropriate to correct obvious slips in grammar where the speaker could be embarrassed. Vulgarities, needless repetition and verbal mannerisms such as ah's and um's should also be removed.

Quotation Do's and Don'ts (from 12th edition of CP Style guide, p.12)

1. Where there is a risk that a quote is not exact - paraphrase.
2. When exactness is essential. If it is one person's word against another's - quote verbatim.
3. When a speaker uses an obvious wrong word, check back. When the quote does not make sense, check back with the speaker or do not use the quote.
4. Use quotes in the context they were expressed only.
5. If the quote was said in a specific tone, try to provide that information. Ex. A heated coach Stanley, still reeling from the officials missed call stated, "we just can't catch a break."
6. Use a full quote where possible.
7. Making cosmetic changes to a quote is acceptable, such as changing spelling or capitalization to CP style.
8. If you remove words from within the quotation, indicate so with the insertion of an ellipsis.
9. Slang or other substandard language may be used if the meaning is clear.

Please review and refer to the CP Style Guide as your complete reference.

Resources

The Canadian Press Stylebook - A Guide for Writers and Editors, The Canadian Press Caps and Spelling and other good writing resources are available from:

The Canadian Press
36 King Street East,
Toronto, Ont.,
M5C 2L9
Telephone: 416.364.0321 Fax: 416.364.9283

You may also purchase these resources online from the CP website at: www.cp.org.

Other useful resources:

The Canadian Oxford Dictionary
Edited by Katherine Barber. Published by Oxford University Press, 2004.

Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation
Written by Lynne Truss
Published by: Gotham Books, 2004.

CP Style Writing Sample

McGill University Athletics Lapierre, Grinvalds named athletes of the week

January 24, 2005

MONTREAL -- Véronique Lapierre of Lac Mégantic, Que., and Paul Grinvalds of Burlington, Ont., are the McGill-Peel Pub athletes of the week for the period ending Jan. 23, 2005.

Lapierre, a 23-year-old right-winger on the Martlets hockey team, scored seven points in three weekend wins over Atlantic conference teams.

The fifth-year psychology senior equaled her own single-game McGill record with a five-point performance in a 7-2 win over Dalhousie on Saturday. Her one-goal, four-assist effort matched an identical feat she accomplished in a 7-1 win over Carleton a year ago (Jan. 30, 2004). Lapierre also scored once and added an assist in Sunday's 3-2 win over ninth-ranked Saint Mary's.

Grinvalds, a 6-foot-1, 200-pound power hitter on the Redmen volleyball team, racked up 48 points on 42 kills, three aces and three stuff blocks in 15 games as McGill won two of four interlocking matches versus Atlantic conference teams over the weekend.

The 22-year-old biochemistry senior was also credited with 31 digs and two assists. He was selected as McGill's player of the game in a 3-0 sweep over Moncton on Saturday with 17 kills, five digs, one block and an ace.

Both athletes will receive a gift certificate from the Peel Pub.

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Appendix 3A - A brief history of Canadian Press

There is probably no other organization that has made such an ongoing contribution to Canadian life and yet has such a low public profile. Since CP was founded in 1917, the news agency has been instrumental in telling Canadians about themselves. It has shaped the way Canadians see the world. It has played a crucial role in the growth of the country's news industry.

Canadians who read a newspaper over morning coffee, listen to a radio newscast on the drive home, watch TV news before bed, and pick up weekend sports scores on the Internet would likely be surprised to discover a lot of that news came from The Canadian Press.

News from CP and its broadcast division, Broadcast News, is carried by almost every daily newspaper in Canada. It is used by hundreds of radio and television stations, from national all-news, sports and business channels to tiny stations in remote corners of the country. The logo (CP) appears on Web portals and sites. Hockey and basketball fans can see CP headlines on television tickers at the Air Canada Centre in Toronto. They are on screens in elevators. Reports are picked up by other news agencies that rely on CP to cover Canada for the world. They are e-mailed to Canada's newsmakers, who are well aware of CP's reach.

Some days the sweep of CP's reach is glaringly obvious. The day after the funeral of former Prime Minister Pierre Trudeau, readers in every major city in Canada saw a CP picture of his son Justin Trudeau, mourning beside his coffin, in their newspaper. Some days the reach creeps up on people. Average Canadians, quoted or photographed by CP for a story, are often amazed to discover the number of places where their face or name will turn up.

CP was created by newspaper publishers to provide a flow of news across the sparsely populated regions of the country. Before 1917, newspapers exchanged news within regional associations and received international news from The Associated Press on north-south telegraph circuits. But there was no ready means of sending news east and west across Canada.

Then the First World War came along, and publishers were desperate to receive news of Canada's troops in Europe. Part of CP's early financing was a \$50,000 federal grant to pay for telegraph circuit linking the Maritimes to Quebec and Ontario and the Prairies to British Columbia. The government offered to help because of CP's potential to serve the cause of national unity during the war.

That funding ended in 1924 by mutual agreement and CP's founding publishers voted never again to risk the appearance of compromise by accepting government money for any news purpose.

What is CP? It is a news agency, co-operatively owned by the media companies that own Canada's daily newspapers. These 95 or so newspapers elect a board of directors that controls CP. They also pay fees to the agency based on circulation and contribute news of their area to the common pool.

Since its early days this exchange of news via CP has been at the heart of the co-operative. During a restructuring in the mid 1990's the importance of this news-exchange role was reaffirmed making the CP the only major news agency in the world that uses voluntary newspaper contributions as a key ingredient in its news report.

How does the exchange work? The Montreal Gazette, for instance, takes on the responsibility of covering a major court case in its city for the co-operative. In return it gets coverage from the Halifax Chronicle-Herald about a waterfront strike. CP is the conduit, compiling reports from member papers and ensuring that the important news of the day is covered and delivered in time for deadlines that span six time zones.

From the beginning, CP has had reporters, editors and photographers based in bureaus across the country. But they cannot possibly cover the country to the extent that Canada's newspapers can, from Port Alberni on Vancouver Island to St. John's, Nfld, from Whitehorse in the Yukon to Windsor, Ont. Add into this mix news stories shared by the hundreds of radio and television stations that are clients of CP and BN. The result is a Canadian news report that is unmatched for its depth, breadth, timeliness and diversity.

The CP report is not limited to Canadian news, but also includes full coverage from around the world. The bulk of the international report originates with The Associated Press. CP World Desk editors fight their way through a massive file of AP news every day, round-the-clock, looking for stories of particular interest to Canadians. CP reporters in Washington and London, as well as an extensive network of stringers, supplement this report.

A French-language service was established in 1951. In addition to providing an important service to French-language members, this service also serves as an important pipeline of news from Quebec. The best elements of this are translated into English for CP members and the best elements of CP are translated into French for the Presse Canadienne service. This ensures that Quebecers are not isolated by language from important news from English Canada and that newspapers, radio and TV broadcasters in English Canada, likewise, are not isolated from important stories and issues in Quebec.

Since the early days of public and private radio, CP has served the broadcasting industry. An early task was preparing scripts for Lorne Greene and other well-known voices who read the latest dispatches from Second World War battlefronts over the fledgling Canadian Broadcasting Corp.

Currently, CP's Broadcast News provides service to private television and radio broadcasts as well as audio to Internet sites and wireless services. BN microphone flashes are a common sight at major events as material is collected for the hourly newscasts and other information programming.

On the technical side, in 1973 CP became the first news organization in Canada to make extensive use of word processors to write and edit stories. In the mid-1980's, CP and BN switched from land circuits to satellite for delivery of stories, photos and audio reports. In 1997 the news agency started delivering news reports over the Internet to member newspapers and commercial subscribers. The following year a French language service was added "en ligne" as well.

Past generations of CP journalists who practiced their craft to the click of Morse code and the beat of teletype machines would find the modern CP newsroom a strange beast indeed. But some things would still feel comfortably familiar. It continues to be an organization driven by a quest for first-rate journalism. CP's mission hasn't changed. The goal continues to be to keep Canadians informed and help them understand and experience their world more fully. CP tells people the story of their country, every day, in all forms and from all corners of the land. In the 21st century of the global village the stories of our nation are a cornerstone of who we are and will become.

CHAPTER 4: WRITING: MEDIA RELEASES

By Michel Belanger, CIS Office

Writing media releases is one of the most important components of the weekly routine of the communications professional. In this section, we take a look at the types of media releases the communications professional will use for the promotion of his/her school and intercollegiate athletic program. (Note: samples of each type of release are included at the end of this chapter).

Generally, there are two golden rules to follow when trying to craft a good media release:

- Use the 5 Ws (who, what, when, where, why);
- Use interesting and/or anecdotal facts to intrigue or generate interest (e.g. the first time in 25 years a team advances to the final; Player X is the son of former Olympian; etc.).

Remember, there is no such thing as small news. Not all media releases will be picked up by Canadian Press or major newspapers in local markets, however, if a release catches the attention of a single weekly newspaper or a student radio station, your job was accomplished.

Announcements

Press releases are written for many types of announcements: hires, all-star nominations and award recipients, recruiting, student-athlete/coach joining the national team or professional ranks, special events, enhancement of a sports complex, the addition of a team to the varsity program, etc.

In addition to the items discussed in Writing: Basics, the communications professional will add the information he/she feels is relevant to the announcement. For example, if School X announces the nomination of its quarterback to the first all-Canadian football team, relevant info will include: the number of times this individual has been named an all-Canadian and/or a conference all-star, number of times and/or last time a quarterback from School X has been named to the first all-Canadian team, previous awards received by this individual, etc.

In the case of all-star and award announcements, the organization presenting the awards (CIS, regional association) will usually provide the information in advance to schools to give them an opportunity to prepare a more local-oriented release of their own, however requesting that an embargo be respected until the organization sends the official media release. A release with an embargo infers that the information is not to be released for public use until after the time specified on the embargo. The school should write its own release in advance so that it is ready to go out after the official release.

Game/event recaps

The game/event recap serves three main purposes, two of which are media related.

The first purpose served by an event recap is to provide information to the media who did not attend the event, with the hope that they will still report on it. The second purpose is to complement the information gathered by the media who did attend the event, but might have missed a detail, a stat, etc. (e.g. a journalist rushed back to the office and didn't have a chance to get a quote from the coach, or grab a copy of the final stats sheet). The third purpose is to provide content for your school's website as well as others such as the CIS, regional association, or another schools' site.

As with any media release, the information included in the game/event recap must be placed in order of importance. For example, for a basketball game, the following information should be included in the first 3-4 paragraphs: sport, teams involved, date and location of game, final score, type of game (regular season or play-off), top performers, turning points, etc.

A game recap should also be written using neutral language. A neutral game recap will not only look more professional, but will also allow media outlets, news services or websites to use it with minimal editing.

Try to avoid very detailed play-by-play descriptions. Media/fans who attended obviously witnessed how the game evolved, and 99% of media/fans who did not attend are interested primarily in highlights.

Finally, timing is very important when it comes to game/event recaps. In order to increase its usefulness, the recap should be sent as soon as possible following the completion of the event.

Previews

Circulating a preview (either of a single event or a complete weekend preview of your athletic program's activities) serves not only as a reminder to the media, it also provides them with all the necessary information should they wish to publish/prepare a preview of their own, set-up pre-game/event interviews, etc.

A good preview will include all information relevant to the upcoming match-up. Include details about the particular game (teams, date, time, location, top players) and also historical information such as results of previous head-to-head match-ups, all-time head-to-head records, etc.

As indicated above, anecdotal facts may be what grabs the attention of recipients. For example a typical, mid-season game may suddenly turn into a story if Team X hasn't defeated Team Y in the last 25 head-to-head match-ups, over a period of 10 years.

As with game/event recaps, timing is everything. The communications professional will want to send the preview with sufficient time for the media to react if they want to interview athletes/coaches, prepare a preview of their own, etc. On the other hand, if a preview is sent too early it runs the risk of being put "on the pile" and forgotten about. Wednesday is probably the most appropriate day to release a preview on a game/event coming up on the weekend.

Human interest stories

University sport in Canada is not as high-profile as it is in the United States (or as professional sport), thus does not receive the same type of day-to-day media coverage.

While media may not always be interested or have the space or time to report that School X defeated School Y, 4-3 with Player Z tallying two goals, chances are that they will be interested by a touching human interest story.

A good human interest story is unveiled via a press release with the hope that the media will be interested enough to follow-up and share it with a broader audience. Sometimes, however, the communications professional might feel that they will be better served by "pitching" the story

directly (during a face-to-face conversation, via a phone call, etc.) to a particular journalist or media outlet.

Subjects for human interest stories are nearly unlimited, including more common subjects such as: an athlete overcoming illness/injury, family ties (sibling plays for same school/team, parent is well-known personality/athlete), athlete involved in noble humanitarian cause, etc.

If the communications professional thinks he/she holds a major human interest story which could touch a broader audience than their local market, he/she should not hesitate to share it with their regional association, the CIS, the school from the hometown of the individual involved, etc. All are resources who can help "pitch" the story to provincial and/or national media.

Sample #1: Announcements

NOTES:

This release was written on May 31, 2005 by McGill SID Earl Zukerman, after Redmen goaltender Mathieu Poitras received a major end-of-the-year award.

Notice how, as complementary pieces of information, Zukerman includes past winners of the award (even if they are not from McGill), as well as a breakdown of winners by universities.

McGill goalie Mathieu Poitras wins Guy Lafleur Trophy

May 31, 2005

MONTREAL -- The Montreal Canadiens and Molson announced today that McGill Redmen goaltender Mathieu Poitras, a 22-year-old native of Gatineau, Que., has won the Guy Lafleur trophy as the Quebec university hockey player who best combines athletic ability with academic aptitude. The award is accompanied by a \$6,000 bursary over three years.

Other Guy Lafleur awards of merit went to Montreal natives Guillaume Desjardins-Demers (Cape Breton, QMJHL), who will be attending McGill in the fall, plus Guillaume Monast (Collège Antoine-Girouard, Midget AAA) and Simon Marcotte-Légaré (Collège Français, QJHL).

The Lafleur trophy marks the 11th award this season for Poitras, a mechanical engineering freshman, who becomes the 11th McGill player in 21 years to win the award, also known as le Prix d'excellence Guy-Lafleur.

The 6-foot, 185-pound netminder, who won the Forbes trophy as McGill's male athlete of the year, joined the Redmen last fall after four seasons in the QMJHL for the Rouyn-Noranda Huskies and a tryout with the NHL's Anaheim Mighty Ducks.

"Mathieu is very strong technically and always appears calm and concentrated on the task at hand," said McGill head coach Martin Raymond. "He has shown an exemplary work ethic, is well-respected by his teammates, and is also a top-notch student."

Poitras, who was voted CIS rookie of the year in Canadian university hockey, achieved an impressive grade point average of 3.81 out of a possible 4.0. In nine courses, he earned eight As and one B. He earned Academic All-Canadian honours and was named to the Principal's Student-athlete Honour Roll.

He helped McGill improve from last place in 2003-04 to first this past season, leading the Redmen to its first division title in 59 years and posted a 16-5-1 regular season record. He led the 16-team Ontario conference in minutes played (1,220), was second in the nation in goals-against average (1.99) and led the country in save percentage (.934), shutouts (4) and wins (15).

Poitras became the first player in McGill history to be named Team MVP and rookie of the year in the same season and was only the second player in OUA history to win both the conference's MVP and rookie-of-the-year honors in the same season.

In 42 games overall, he started 34 contests, posting a 22-11-1 mark, with a 2.40 GAA and a .924 save percentage, setting a school record for minutes played (2,021) and tying the school record for wins set in 1936-37 by Dave Tennant.

2004-05 Awards Won by Mathieu Poitras with McGill Redmen

1. McGill male athlete of the year (Enterprise Award)
2. McGill Redmen Team MVP (Dr. Bobby Bell Trophy)
3. OUA East Division Player of the Year
4. OUA Conference Player of the Year
5. OUA East All-star
6. McGill Redmen Rookie of the Year (Friends of McGill Hockey Trophy)
7. OUA East Rookie of the Year
8. OUA Conference Rookie of the Year
9. Tissot CIS Rookie of the Year (Clare Drake Award)
10. CIS All-Rookie Team
11. Prix d'Excellence Guy Lafleur

UNIVERSITY RECIPIENTS OF THE GUY LAFLEUR TROPHY:

- 1985 Paul Gagné, UQAC
- 1986 Mark Reade, McGill
- 1987 Alain Bisson, UQTR
- 1988 Tim Iannone, McGill
- 1989 Richard Laplante, Concordia
- 1990 Benoit Gosselin, UQTR
- 1991 Robert Desjardins, Concordia
- 1992 Patrick Jeanson, McGill
- 1993 Guy Boucher, McGill
- 1994 Patrick Genest, UQTR
- 1995 (tie) Todd Marcellus, McGill and Alain Coté, UQTR
- 1996 Pierre Gendron, McGill
- 1997 Louis-Simon Ferland, McGill
- 1998 Vincent Labossière, Concordia
- 1999 Mathieu Darche, McGill
- 2000 Luc Bélanger, UQTR
- 2001 Paul Theriault, McGill
- 2002 Philippe Ozga, Concordia
- 2003 (tie) Bruno Lemire, McGill and Patrice Theriault, Concordia
- 2004 Frédéric Faucher, Concordia
- 2005 Mathieu Poitras, McGill

BREAKDOWN OF RECIPIENTS:

McGill: 11
Concordia: 6
UQTR: 5
UQAC: 1

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Sample #2: Game Recap

NOTES:

This release was written on February 21, 2005 by UBC SID Marc Weber, following a men's basketball playoff game between UBC and Simon Fraser.

Notice how Weber includes all major information in the first three paragraphs (sport, teams involved, score, type of game, etc.). In the following paragraphs, he complements this information with quotes, final team stats, etc. Also, notice how Weber provides stats and highlights from UBC players as well as provides details on the opponent's performance in neutral fashion.

Hoop 'Birds take down Clan to advance to Pacific final

February 21, 2005

VANCOUVER -- The UBC men's basketball team took the third and deciding game of its Pacific Division semi-final with the SFU Clan in style Sunday afternoon, trouncing their cross-town rivals 96-65 in front of 1,000 fans at War Memorial Gym.

The Thunderbirds (11-9 Canada West) now move on to face the sixth-ranked Victoria Vikes (14-6 CW) in the Pacific Division final at McKinnon Gymnasium. Games 1 and 2 tip off at 7 p.m. on Friday and Saturday, while Game 3, if necessary, goes at 2 p.m. on Sunday.
www.mojoradio.ca.

Casey Archibald (Salmon Arm, B.C.) led an inspired T-Bird squad on a decisive 12-0 run early in the second half to put the game out of reach, dropping six of his game-high 27 points as the home side ran the count to 62-38 with 13 minutes remaining.

Archibald was on target all night long, draining 9-of-15 attempts from the field, including a 5-for-10 effort from beyond the arc. The third-year shooting guard also added four assists and three rebounds, while his counterparts in the starting five all turned in stellar performances. Ryder McKeown (North Vancouver) dropped in 13 points on 6-of-10 shooting, while Corey Ogilvie (Qualicum Beach, B.C.), who returned to the line up this weekend after missing all of 2005 with

a shoulder injury, put forth a solid all-around effort in his first start of the weekend with 12 points, six rebounds, three assists and two steals in 20 minutes. Senior Pete Wauthy (Abbotsford, B.C.) was tough on the boards, pulling down a game-high 11, and Karlo Villaneuva (Richmond, B.C.) guided the attack.

"I thought the experience of Casey and Karlo (Villanueva) and Corey (Ogilvie) really showed tonight," said UBC head coach Kevin Hanson. "Corey brought a whole lot of energy and really changed the style that we were allowed to play, especially in transition. Our posts also did a very good job of getting out on the break and we anticipated the play very well tonight."

Aaron Christensen (Langley, B.C.) led the Clan attack with 17 points and CIS scoring champion Brent Charleton (North Vancouver), who was hampered all series long by an elbow injury, added 12.

The T-Birds, who took a 46-33 halftime edge, had the hot hand from the field throughout the tilt, shooting 54.7 per cent on the night compared to the Clan's mediocre 35.6 percent. The T-Birds also did a better job of looking after the basketball with just 12 turnovers to SFU's 24.

"Going in we were pretty confident that if [the series] went to three, it was going to be a bit of a battle for [the Clan]. There are going to be ups and downs in a series in Canada West. You just have to be able to play through them and I liked how we responded tonight."

UBC will renew a classic rivalry with the Vikes this coming weekend. The two programs last met in a playoff series in 2001-02 with the Vikes winning 2-1 at War Memorial Gym. The squads also locked horns for three consecutive post-seasons in the late 90s, with UVic claiming home court victories in 1996-97 (2-1) and '97-98 (2-1), and a road win in '98-99 (2-0). The last time a T-Bird squad downed the Vikes in the post-season was back in 1993-94, when the won two games at the buzzer in McKinnon Gym, 82-81 and 89-87.

The winner of the UBC/UVic series will advance to the Canada West final four, where three berths to the nationals in Halifax will be on the line. The Canada West final four, hosted this year by the Central Division winner, is made up of the three division winners plus one wild card, so a series loss this coming weekend does not necessarily eliminate a team from contention.

UBC went 1-3 against UVic this season, dropping both games at McKinnon Gym.

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Sample #3: Preview

NOTES:

This release was written on January 18, 2005 by Simon Fraser SID Steve Frost, prior to a women's basketball game between Simon Fraser and Winnipeg.

While Frost's job in previewing this match-up was made easier by the fact the game would involve the top two teams in the country, notice how he puts the emphasis on both team's winning streaks, the fact that this will be the only head-to-head match-up of the regular season, etc.

Top two teams in Canada to meet in Vancouver

January 18, 2005

VANCOUVER -- The two top-ranked women's basketball teams in the country will face each other this Friday night when the No. 1 Simon Fraser Clan, riding a 23-game winning streak, hosts the No. 2 Winnipeg Wesmen in the SFU West Gym (6:15 p.m. PST). This will be the only time this season that SFU and Winnipeg will play each other outside of the playoffs.

SFU has not lost this season to a Canadian university in posting a 23-2 record. Its only two losses were in early September at the hands of the University of Texas, one of the top teams in the NCAA Division 1. Since then the Clan has won 23 straight games. Simon Fraser, 12-0 in Canada West, easily handled the No. 3 ranked Victoria Vikes last weekend, posting a pair of road wins.

Winnipeg is unbeaten in 15 games and will enter the contest with an 18-1 record. Its only loss this year came in its second game of the season, Oct. 9 at the hands of rival Manitoba. Since then the Wesmen have been beating teams by an average of 18+ points a game.

"There's no question the whole team needs to come to play (against Winnipeg)," said Clan coach Bruce Langford. "We talk all year about managing the high and lows and about trying to build momentum towards the end of the season but this is definitely a piece of the puzzle we want to put in place."

Winnipeg is also 12-0 in Canada West and with no other team in the conference with more than eight wins, the outcome of this game could go a long way to determining seedings for Canada West playoffs. Winnipeg is the best offensive team in Canada West, averaging 74 ppg while the Clan is the top defensive team, allowing just 51.8 ppg. SFU has only given up 60 or more points in a game three times this season.

"If it's a high scoring game we can beat them if we are hitting on all cylinders," continued Langford. "But they have two huge scorers and we need to stop them."

Winnipeg is led by the highest scoring duo in country in fifth-year senior swingman JoAnne Wells, who leads the country in scoring averaging 21.5 ppg, and junior swingman Uzoma Asagwara, who averages 15.2 ppg. Winnipeg also boasts the second best rebounder in Canada West in 6'2" forward Heather Thompson. The fifth-year senior is averaging 10.2 rebounds per game.

Junior Julia Wilson (Mission) is the top scorer and rebounder on the Clan, averaging 14.8 ppg and 7.7 rpg, but six different players have led the Clan in scoring in games this year. Fifth-year senior guard Dani Langford is coming off a career-high 29-point performance against Victoria and she leads Canada West in assists (5.64 apg), one of three Clan players in the top six in the conference in assists.

Since joining the CIS in 2000, SFU has never lost to Winnipeg at home, winning all four games.

SFU has a 9-4 overall record against the Wesmen in that time but Winnipeg has won three of the last five games.

SFU hosts Manitoba, 6-6, on Saturday in the West Gym beginning at 8:15 pm.

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Sample #4: Human Interest Stories

NOTES:

This sample is a profile of paralympic swimmer Stephanie Dixon written on January 20, 2004 by Rich Cole of the University of Victoria's sports information office.

Stephanie Dixon a swimming success

January 20, 2004

VICTORIA -- University of Victoria Vikes swimmer Stephanie Dixon shocked the crowded Commonwealth Place last weekend as she broke two World Records while only kicking with one foot. The UVic and Pacific Coast Swimming (PCS) athlete smashed the 200 and 400 meter Individual Medley disabled world marks.

"I had some unbelievable swims," said Dixon recalling her races at the Vancouver Island Championship meet. "Moments like this confirm that I've made the right decision of coming to train with UVic and PCS."

Born with only one leg, 19-year old Stephanie Dixon made the move from Toronto to Victoria this past September to begin her University career and focus on her second Paralympics in Athens this summer. Dixon won 5 metals at the 2000 Sidney Paralympics and with the addition of two new World Records there's no question she'll be a contender in 2004.

However, her goals extend far beyond the world of disabled swimming. A living lesson in human perseverance, Dixon is also a strong competitor against able-bodied swimmers. "My ultimate goal is to get my national time," said the enthusiastic Dixon.

While it may seem far-fetched that a swimmer with only one leg could contend against Canada's elite athletes, Dixon's ability to make finals both nights of the Vancouver Island Championship last weekend shows that she has what it takes.

When asked about the physiological benefits of her able-bodied competitors, Dixon was swift to point out that she's at a lesser disadvantage than most would think. "Everyone's different and

therefore everyone has their weaknesses," said the swimmer. "Some athletes are taller, some are shorter. While I could be faster with another leg, I've learned to adapt and focus on my strengths like everyone else."

And adapted she has. The first year psychology major not only made the Varsity team as a freshman, but the rookie has already pre-qualified to represent UVic in the able-bodied Canadian Interuniversity Sport Championship against the best swimmers in the country. She's now training 20 plus hours a week with PCS's elite national group and working towards the Holy Grail in Canadian swimming: the national time. This would give her a berth into the 2004 Canadian Olympic Trials.

The athlete credits her budding swimming career to the philosophies instilled by her mother and father. "My parents put me in as many physical activities as they could when I was growing up," said Dixon. From a young age, she learned to deal with her disability, and more importantly she learned that differences between people were universal.

"I'm different like anyone else," said Dixon. "My disability may be a bit more visible than the average person's, but I will accomplish anything I put my mind to."

You can watch Stephanie Dixon and the rest of the UVic-PCS team in action at the Canada West University Championship this weekend at Saanich Commonwealth Place January 23rd to 25th.

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Source:
Rich Cole
UVic Vikes

CHAPTER 5: WRITING: THE BASICS AND HOW TO WORK WITH YOUR MEDIA

By Pete Lewis, University of Victoria

The basics of working within the media market, whether large or small, remain the same. Be professional, be consistent, determine the media's needs and exceed their expectations, use CP style when writing press releases and always remember that in order to build a solid relationship it must be mutually beneficial.

In this section, we take a look at the ways a communications professional can fill the needs and requirements of the media, making their life easier and, at the same time, building strong professional relationships. As well, a number of common approaches and ways in which to pitch a story to the media are examined.

Working with reporters

The key to any good relationship is communication and understanding. We have become an electronic age and rely heavily on email. Be careful of overusing email and eliminating personal contact.

Many who have participated in “best practices” sharing have said that a meeting with their “beat” media prior to the season can be the best meeting of the year, resulting in the beginning of a relationship with the media while gaining an understanding of each other’s perspective.

It is important to confirm or reconfirm media needs for the upcoming season. Good questions to ask are: what is your work schedule? Is it okay to contact you at home or on your cellular phone for important issues/releases? What is your newspaper’s/television stations’ mandate? Is your focus on results, human interest stories or both? How do you prefer to receive information? What are your deadlines?

Many communications professionals have media who provide better coverage than their competitors and truly go the extra mile. Regardless of the amount of effort/coverage you receive, be very careful not to play favourites. Although they are competitors, media still talk and it is your credibility that is on the line. Once you lose the support of a media member, it is difficult to gain back their trust and the result is a drop in coverage.

Like all of us, members of media like to be appreciated. When you get great coverage, tell them, send a thank you card or take them for coffee or lunch. Whatever it is, make sure they know you were pleased with their work. Remember too, they have bosses (editors, publishers, sports and news directors). Drop them a note and acknowledge the beat writers’ work.

Almost always, assignments come through the editors and directors. Be sure you set up a time to meet with them as well and stay in contact throughout the season.

On event nights, simplify their job. If possible, give them the same seating location for each game, place a name placard at their spot - a sense of ownership will go a long way. Be sure that game rosters and background information is ready for them when they arrive at their seat.

Don’t assume they know what facilities are available to them. At the beginning of the season provide a list of resources that are available. Give them locations of home and away dressing rooms, washrooms, food, internet access, and provide them with your guidelines for contacting student-athletes and coaches. If parking is an issue, try to arrange for a parking permit so they can come during the day and not have to worry about needing change for a parking metre. It is important to build a trusting relationship with them. Don’t just provide the positive information to them and hide the negative. Learn that there is no such thing as “off the record”, but recognize that at times giving them all the information and asking them to keep portions of it out of the news will give them the background to write a better story, while protecting your requested confidentiality.

Some suggested “best practices” for working with your media include:

1. Host a media “meet and greet” at the beginning of the season. This is a great opportunity for writers to meet coaches and athletes and many human-interest stories develop from these meetings.
2. Pitch stories that crossover outside of the sports realm. Promote stories on community participation, outstanding achievement and overcoming obstacles.
3. Provide gifts sporting school or athletics department’s logo as thank-you’s as this builds ownership and a sense of belonging.
4. Get to know your media – when possible go for coffee, lunch, golf, etc. Try to get to know them and let them get to know you.
5. Ask for feedback; seek and respect their opinions.

6. Try to schedule press conferences and special events at times when they would normally be scheduled/available.
7. Invite them to banquets, Hall of Fame dinners and other department functions.
8. Send thank-you's, birthday cards and other holiday cards.

Working with student newspaper/radio

Student newspaper/radio can be one of your best partners for getting the word out on campus. Typically they provide their service for radio airtime free of charge or at reduced rates and offer public service announcements for free. Their scope can range from game announcements/advertisements, reporting results/highlights, broadcasting games, guest spots on shows or daily/weekly sports programs.

Treat your student media as you would any other media. Keep them informed and up-to-date with game reports, releases and schedules of coming games/events. Pitch stories to them that have an impact on the greater university community and invite them to major functions and events. Often student media will make requests for interviews with student-athletes and coaches. Facilitate those as you would any outside media requests. Standards of conduct may be more “relaxed” for student media than other media outlets, however, do not be afraid to hold them to the same level of accountability as you would your mainstream media.

When you build solid relationships with your media, you will find that they can do much more for you than just print your story. Your campus media can also be a great source for photos as their photographers attend most games/events and they tend to build a substantial photo library.

How to pitch a story: what, how, when, why and the importance

Some of your best coverage will come from “human interest” stories that you pitch to your media. There has been a shift in focus for most major media outlets in the past few years to go beyond reporting just the news.

Stories that highlight major achievements, milestones, outstanding contributions and community service have value to your media and their reader/viewership.

The best approach to understanding what is a good story pitch is to read your local newspaper cover-to-cover. Pay close attention to the life or community sections. This will help you better understand the focus of your local paper. Do the same with your local television media. Watch for segments within the news program that discuss local issues and events.

It is important to remember that these stories can go beyond the traditional sports sections; therefore, it is vital that you cultivate relationships with feature writers and broadcasters outside the sports domain.

There are some simple rules to keep in mind when you pitch the story. First, most features are written a week or more in advance, so make contact early. Assume that these people do not have background information on your teams and department, so provide that for them. Ensure that contact information for the people in the story is included with the information you provide. Make their job as easy as possible. Be prepared to articulate why the story is important and what their audience would find interesting. It might be clear to you, but not be relevant to their market unless you show them why.

Timing of the story pitch is also important. Be aware of what is happening in the community. For example, if you have a student-athlete who volunteers with a Special Olympics sports program and you know that there will be a big Special Olympics event in a few weeks time, make contact with your media. Positioning your story in this manner will increase the likelihood that you will get coverage.

Building relationships with your media

As you develop relationships with your local reporters, have them introduce you to the editors and producers/directors from other areas within their organization.

Take time to meet with these media just as you would those in the sports domain. Understanding their needs will help you to develop your stories and also provide you with new ideas for story leads you may not have previously considered.

The most important step in pitching stories is to provide recognition after the fact. It is their job to produce the story, but take the time to call or write and say thank you nonetheless. The time you take to appreciate them will go a long way in building the relationship for the future.

CHAPTER 6: MEDIA CONFERENCES

By Benoit Mongeon, Université de Montréal

The media conference is often regarded as the optimal exercise in media relations. In this section, we take a look at the various actions and items that will ensure a successful media conference.

Holding a Media Conference

Why? The media conference is the ultimate communications tool when it comes to major announcements or news. It allows the communications professional to centralize the information circulated to the media and to efficiently gather key people in one location, which comes in handy for photos, as an example.

The first task of the communications professional is to decide whether or not the announcement is worthy of a media conference. This is particularly true in major media markets. Always remember that a poorly attended media conference can have the opposite effect you intended.

This is why the most important part of the communications professional's job is accomplished once a large number of media show up at the media conference. The real success, however, still lies in your ability (and the ability of your speakers) to present the information in a clear and convincing manner, as well as in your availability and ability to answer all questions and requests.

When? Selecting an appropriate time to hold a media conference can be the key to its success or failure, especially in major markets where there are professional sports teams, numerous events, etc.

You have to make sure you pick the right day and time. Fridays or weekends are not recommended as these are the days when most sporting events take place, and your announcement has a good chance of getting lost in the flurry of sports news.

Most journalists work during the day, from mid-morning until the end of the afternoon. The best time to hold a media conference is generally between 11 a.m. and 2 p.m. as most journalists should be available. Obviously, there will be special occasions when you won't have a choice of a date or time, for example, when a crisis arises that has to be dealt with immediately.

Where? Location is another key element to consider when organizing your media conference. If your University is located within your city (not too far from major media outlets), has a room(s) which can satisfy your needs and is easy to access (parking, etc.), it is usually the best place to hold the conference. In doing so, you will have easy access to sport equipment and relevant areas for photos (gym, arena, field). You will also have easy access to your office, in case something comes up (emergency, photocopies, etc.). If this is not an option, a room at a hotel is always a good alternative, or a room at one of your major sponsors.

Relevant Information

Invitation to media (see sample at end of chapter)

An invitation to the media must be sent by email and/or fax both to sport editors and journalists (including columnists). The invitation must be sent in a timely fashion: not too close to the conference and not too far in advance.

Sending it too far in advance could create two problems: the recipients might forget about it, or they could start looking around for information to "scoop" the announcement if they suspect it might be major news. If you send it too close to the conference, recipients may already have prior commitments.

The invitation must not contain too much information, as you don't want to divulge the news. At the same time, you want to provide enough information to generate interest. Be sure the invitation contains the answer to the 5 Ws (what, when, where, why, who) as well as contact information for the communications professional.

Send a reminder (email and/or fax) the day before the conference and follow-up with a phone call either the day before or the morning of (at least to your main contacts). This last step serves two purposes: it guarantees your media have received and considered the invitation as well as gives you an indication of the number of media representatives who will be present.

Technical considerations

When organizing the room where the conference will be held make sure to consider the following elements/needs: signage to the room, power outlets, phone lines, stage for speakers, lifts for TV cameras at the back, microphone and speakers, lighting, backdrop for photo opportunities, etc.

Emcee and speakers

Often, the communications professional is the best person to host the media conference. They will welcome the media and attendees, introduce speakers, thank sponsors and outline parameters for the question session and individual interviews. By acting as emcee, the communications professional can add or give more details to a piece of information which was given, answer questions and minimize miscues.

Sometimes, when holding a major media conference, a school may opt to secure a “professional emcee” or well-known personality to host the conference in order to raise the profile of the event. In this case, be sure to choose someone who is credible in the eyes of media and/or is considered an expert on the subject to be discussed/announced (e.g. a former volleyball star for a CIS volleyball championship media conference). A media personality is also a good option, as you instantly create a friendly rapport with media.

Finally, be sure the content is well thought out and prepared and that each speaker is aware of the message he/she should deliver. Ensure that each speaker discusses a distinct aspect of the announcement and respects a pre-established time limit. The number of speakers should also be limited, ideally to no more than four. For example, CIS volleyball championship media conference: athletic director, major sponsor, chair of organizing committee, head coach.

Media kits

Unless you are holding a major media conference, don't spend too much money on the media kits handed out. A simple folder containing information sheets (media release, technical information, athlete/coach bios, etc.) will suffice. One piece of information very useful to the media is the name and proper titles of all speakers (especially useful to photographers). Always be sure the media kit includes your business card.

Sponsor(s)

Many announcements will involve sponsors. If this is the case, make sure you give them as much visibility as possible with elements such as banners, an information sheet in the media kit, their logo on a poster, etc. When possible include them in a photo.

Give the major sponsor an opportunity to address the audience, but don't overdue it. Remember, the media come to your conference for the announcement, not to give visibility to your sponsors.

Food and beverages

If holding a media conference at lunch time, be sure to provide food and beverages, minimally providing water, coffee, light snacks, etc. This should not be an element you count on to get additional media, but the reality is, some may choose to attend if they know they can grab a quick bite while working. Again, be reasonable with your expenses. Spend according to the importance of the announcement. Always be sure to provide water for the emcee and speakers.

The Media Conference

Welcoming media

For the communications professional, the media conference officially begins when the first journalist arrives. Be sure you are near the entrance and personally welcome and/or introduce yourself to every journalist, photographer, etc.

You might want to have someone at the door to keep track of the media represented and hand out your media kits. If you don't have an assistant, put a table at the entrance to display media kits.

Question period

Once the formal part of the media conference is over and all speakers have addressed the attendees, the emcee can open the floor to questions for a few minutes before moving to

individual interviews. Just make sure speakers are aware of this question period so they are not caught off guard.

Individual interviews

Most of the time, media will prefer one-on-one interviews, or a scrum, rather than asking questions from the floor. Be sure all speakers and others you have in attendance for the occasion (coaches, athletes, etc.) are available for a sufficient period of time following the media conference. Ideally, the communications professional should try to listen in on as many interviews as possible to avoid miscues and/or provide additional information.

Follow-up

The communications professional should always follow up with the media following a media conference, especially with those who didn't attend the event. In addition to sending out a press release, make a phone call and offer to send a photo, or set up an interview at a later time.

This can also prove helpful for media who were in attendance. Simply inquire if they got all they needed. They may have missed a detail, realized they missed someone and could use a phone number.



SUBJECT: Invitation – Media conference

**Varsity sport at Université de Montréal
Carabins announce major developments**

Montreal, May 21, 2005 – Mr. Robert Lacroix, Rector of Université de Montréal, and Mrs. Manon Simard, Université de Montréal Athletic Director, will meet with representatives from the media to announce important news relative to the development of the institution's varsity sports program. This media conference will be held on Monday, May 21, 2005 at CEPSUM (4th Floor).

Information:

WHAT: Carabins announce major developments

WHEN: May 21, 2005, 11 a.m.

WHERE: CEPSUM, 4th Floor
2100, Édouard-Montpetit Blvd., Montreal

- 30 -

For more information:

Benoit Mongeon
Sports Information Director
Université de Montréal Carabins
(514) 343-6458
(514) 232-4420 (cell)
benoit.mongeon@umontreal.ca

CHAPTER 7: MEDIA TRAINING YOUR STAFF

By Kimberly Moser, York University

In this section, we examine why media training is important for athletes, coaches and athletic administrators.

Coaches, athletes and administrators are representatives of your school. What they say and do reflects positively or negatively on your school and athletic department. Like anything in sport, they will perform better if prepared.

It's important to sit down with your coaches, administrators and key athletes and review with them what you expect from a communications standpoint. For example, you may have one designated speaker for your athletic department – whether it's a crisis or not. A coach or athlete may only want to take part in interviews after the game or may not be available at certain times of the day. As the communications professional, you need to know what they expect as well as explain what you expect from them.

Keep in mind that most athletes and some coaches have not been interviewed before. You may soon realize that some of those who have been doing interviews for a while could certainly use some help. That's why it is important to clarify expectations so that athletes and coaches feel secure when giving an interview and representing your school.

Basics for athletes, coaches and administrators

- ❑ Fill them in on the basics of your media situation – local/regional media: who they are, what they do, where they are located, when they will call, what they will likely want, how they will do their job, why they are interviewing this person?
- ❑ Be clear on the rules of your office – will you give out phone numbers, when will athletes/coaches do interviews (around practice, post-game), are you/the coaches reachable at anytime, etc.
- ❑ Encourage them to become knowledgeable on the local media – read the newspapers, understand the role of the reporter/broadcaster – this will help build relationships and foster good will.
- ❑ Remind them that every time they speak to a reporter or broadcaster, it is an opportunity to promote themselves, their program and the school – take advantage of this.
- ❑ Ensure that they know they don't have the option to talk to the media only following a win. No matter what happens, it is always better to be open and honest with the media whether it's after a loss or during a crisis. Closing up shop guarantees that the media will go elsewhere for information and the opportunity to influence a story will be gone.
- ❑ Remind them that they have no right to complain about a story if they are unwilling to do an interview with a particular reporter or broadcaster.
- ❑ At the end of the day, remember that every member of the media makes decisions on how they cover a story. Coaches/athletes and administrators will have more influence over these decisions if they participate in the conversation.

Keys for the spokesperson

- ❑ Know what you can and can not say
- ❑ Give relevant facts quickly
- ❑ Say no if necessary
- ❑ Remember nothing is “off the record”

- ❑ Don't play favourites with reporters or broadcasters
- ❑ Be respectful and polite – at the end of the day, the media are just trying to do their job
- ❑ Get to know key reporters
- ❑ Understand how the media works
- ❑ Don't blame reporters for things like headlines or photo captions – they don't normally write these
- ❑ Remember that the media have neither the space nor the time to tell “the whole truth”

Do's and don'ts

- ❑ Always speak in the first person and in an active voice.
- ❑ Don't let reporters put words in your mouth – they may be enticing you to repeat negative statements or questions.
- ❑ Remember that some reporters build uncomfortable pauses into an interview that are designed to get more information from you. Don't fall for this.
- ❑ Don't say anything to a reporter that you don't want to see in print or hear on the radio or see on television the next day.
- ❑ Remember the 20-second rule. Keep your answers short. Anything longer than 20 seconds, especially on TV or radio, won't be used.
- ❑ Never say, “No comment.” It's a desperate response that almost guarantees the media will search for other sources for facts as it infers that there is something you are trying to hide. Instead, say something to the effect of, “I don't feel comfortable commenting on that right now,” or “I don't think it's my place to comment on that, you should speak to...”
- ❑ Don't answer hypothetical questions.
- ❑ Don't mention how much your organization advertises with the radio, TV or newspaper.
- ❑ Don't speak negatively about teammates, opponents, coaches or the officials; it says more about you than it does about them.
- ❑ Do smile and relax. When you get right down to it, an interview is just a conversation between two people – you and the media member. Enjoy it. Have fun with it. Before you do the interview, take a deep breath, smile and begin talking – it's just that simple.

CHAPTER 8: CRISIS COMMUNICATIONS

By Benoit Mongeon, Université de Montreal

Although we may never have to deal with such a situation, a crisis can arise at any moment, at any school. In order to deal with these situations in a proper and timely manner, it is important to have an efficient crisis management plan in place.

A crisis can take many forms, ranging from disciplinary issues with an individual (athlete, coach or staff), a controversial decision (sport cut from program, etc.), or a sanction from the regional association or CIS.

In any event, chances are that the media will quickly develop an avid interest in the situation. In this case, the best option is often to be pro-active instead of being bombarded with potentially embarrassing or uncomfortable questions.

Forming a crisis management committee is a sound way to deal with a crisis situation, to ensure that all areas of a crisis are considered appropriately. This committee can be comprised of individuals such as the director of athletics, intercollegiate coordinator, communications

professional, head coach, team doctor, member of the university public affairs and/or communications office, etc.

The important questions to ask

The following is a list of important questions the communications professional should ask when facing a potential crisis:

1. Do I need to share this information?
 - It is always wise to inform your athletic director, associate or immediate superior of a potential situation.
 - In most cases it is wise to get some direction or advice.
 - If this is newsworthy, you don't want superiors to find out by reading it in the newspaper
2. Who else needs to know?
 - Generally, the public affairs, university media relations or communications office(s) will aid in dealing with a crisis.
 - The communications professional can help gauge the media's interest and provide feedback if the issue is newsworthy.
 - The communications professional can also help determine a "spin" on the dissemination of the information.
3. Will you need feedback from the person directly involved in the situation?
 - This certainly depends on the situation (e.g. after an athlete was involved in a near-fatal incident, they might be asked how they would like the University to handle media inquiries).
 - Sometimes a statement from the primary subject in the issue will suffice.
4. If the situation will result in an announcement from the department or the university, what should be considered?
 - Notify team members or anyone else who will be directly impacted by the announcement
 - Consider reactions/ramifications from all sectors before making information public
 - Always assume confidential information will leak in a situation involving students
 - One "voice" representing the school is best.
 - Collect all the facts before saying anything.
5. What to say if questioned by the media?
 - You may be caught off guard by an inquiry. Remember, it is acceptable to say "I will get back to you once I gather the facts or speak with others."
 - It is acceptable to say nothing and avoid providing something you might regret before having a chance to think about it.
 - A reporter may be telling you something that isn't true, so taking a little time will help.
 - Be honest and convey the perception that you are on top of things.
 - Never say "no comment" as it implies you are holding back information and only fuels the situation as reporters look to see what you may or may not be hiding.

CHAPTER 9: PUBLICATIONS

By Krista Hynes, Dalhousie University

Producing quality publications is one of the best methods to celebrate the accomplishments of your athletes, teams and sport programs.

In this section, we take a look at a variety of publications used by communications professionals to promote and celebrate their varsity sport teams as well as how to work with and set-up publications for print, including working with commercial printers.

Team Programs

Purpose

The purpose of a team program is to provide information regarding your team to fans, potential recruits, parents, athletes, etc., in a handy guide that is either individualized for a specific team or, if costs dictate, highlights a number of teams. A team program is typically produced just before the season, once the team has been selected and can serve as a preview of your sport season.

What to include and why

In a team program, include information that will allow you to showcase your team that is both exciting and relevant. As this team program is produced primarily for fans as a promotional piece, make every effort to keep it fan-friendly and interesting. As your budget allows, integrate colour, higher quality paper and action photos to enhance the overall appearance of the program. Outlined below is a list of items that can be included in a team program:

- Rosters
- Team logo
- Season outlook/forecast/preview
- Game/event schedule (conference, exhibition, post-season)
- Coaching staff profiles and head shots
- Player profiles and head shots
- Previous year's team results
- Player statistics from previous seasons
- Opponent-by-opponent results
- Records
- Message from athletic director
- Staff contact information
- Quick facts about the University/Athletic Department
- All-Canadians/Academic All-Canadians
- Previous major award winners
- Your school's Hall of Fame information
- Promotional messaging
- Sponsor identification/advertising
- Website address

Media Guides

Purpose

The purpose of a media guide is to provide the media with relevant information regarding your sports team/program in a logical, well-organized format. The communications professional must play a lead role in coordinating the production of the media guide, including gathering, developing and proofreading content, while maintaining a master media guide to ensure that content is current from year-to-year.

What to include and why

Keeping the target audience for your media guide in mind is the best way to ensure that you remain focused in content development. You must consider the media's need to generate news and their goal of making this process as efficient as possible. You want to provide them with information that is newsworthy and with the tools to launch stories about your team. In smaller markets and/or within limited budgets, media guides are created with the purpose of attempting to satisfy the needs of many audiences. The result is that media information is interspersed with fan-friendly promotional pages or advertising for sponsors. If you must attempt to satisfy the needs of more than one audience, be sure to include a clear index to guide your media to the information they are seeking.

Outlined below is a list of standard items to include in any media guide. You will adapt this information to include as much as your budget or human resources will allow. The number of pages is irrelevant as long as the information is current, easy-to-follow and pertinent to your audience. Focus on ensuring the quality of the information first and the design of the guide second. Key elements to include in a sport media guide are:

- Roster(s)
- Team schedule
- Season outlook/forecast/preview
- Coaching staff profiles (minimally the head coach)
- Player profiles (including head shots)
- Coaching staff contact information
- Sport information and athletic department contact information
- Records
- Previous year's team results
- Previous year's team statistics
- Pronunciation guide
- All-Canadians/Academic All-Canadians
- Previous major award winners
- Opponent-by-opponent results
- Conference statistics
- Composite schedule for the conference
- Your school's Hall of Fame information
- Website address

Game Day Programs

Purpose

The purpose of a game day program is to provide fans and the media with current rosters and pertinent information for the game/event.

What to include and why

In a game day program, be sure to include information that is pertinent to that particular day's event. Minimally include rosters so that fans and media are able to know who is playing. Try to include additional information such as previews, standings or national Top 10s that make your game day program a piece of interest for your fans and a way to further profile your teams.

Outlined below is a list of standard items that can be included in a game day program:

- Rosters – home and visiting teams
- Team logos
- Previews/game notes for upcoming match-up
- Up-to-date conference standings and statistics
- Upcoming scheduled events
- Promotional messaging
- Sponsor identification
- Website address

Yearbooks

Purpose

The purpose of a sport yearbook is to highlight the achievements of your school's varsity teams over the course of a season.

What to include and why

Content for a sport yearbook should be compiled throughout the year by keeping an active database where all game and meet results are maintained on a weekly basis. Use a program such as Microsoft Excel or Access that allows you to sort and query information contained in the database so that you can efficiently use the information for multiple purposes (for example: set up your schedule in Access at the beginning of the year to use for your schedule cards and you can add fields throughout the year to add game/results, game highs, player of the game

awards). You can use this in your season in review information or historical statistics. Other information to collect throughout the year include: clippings, tournament programs, photos, etc.

Outlined below is a list of standard items to include in a sport yearbook. Include items of significance from your university sport season and give coaches, players and fans a snapshot of the season, as well as a consolidated historical piece for your own records. Items to include in a sport yearbook are:

- Game/meet results – regular season and post-season
- Game or career records
- Athletes of the week
- Player of the game/Athlete of the meet
- Season in review
- Team MVP's and award winners
- Academic all-Canadians
- Playoff MVP's and all-stars
- Conference major award winners and all-stars
- CIS major award winners and all-Canadians
- Updated coaching records – regular season and post-season
- University athletic and academic awards
- Hall of Fame inductions
- Listing of booster club members
- Newspaper clippings
- Action photos
- Championship photos
- Tournament programs

Other Publications

Event calendars, pocket schedules and postcards

Event calendars can be produced in as many styles as you can think of, from a typical multi-fold monthly calendar to hang on the wall, a desktop calendar, or simply a pocket schedule. It is important to balance the desire to get your schedule information to your fans early so that anticipation of the sport season builds with the need to have accurate printed schedules.

Pocket schedules or schedule cards are a great tool to highlight your team's season schedule in a cost-effective, fan-friendly format. A pocket schedule serves to showcase the schedule for the team, or the University sport program, depending on the style you select. Add an action photo for the team on the front and the schedule and website information on the reverse, or set it up in an "accordion-folded" style to incorporate the schedules for all of your teams in one handy pocket guide. Distribute pocket schedules through your orientation week kits for first-year students, your athletic facilities, coaching staff and a mailer to your booster clubs and season ticket holders.

Team postcards are becoming a popular way to produce a promotional snapshot of a particular team. Highlight your team with glossy, colour action photos or a team photo on the front of the postcard and print your game schedule, website address and promotional message on the back. Another option is to produce postcards with limited printing in one area and schedule a post-game autograph session for fans after a home event.

Printing

Working with commercial printers

- ❑ It is critical when working with commercial printers that initial contact with the printer is made to communicate job specifications and timelines and to source a price quote (be very accurate and sure of what you expect, to avoid miscommunication and errors in printing).
- ❑ Digital files can be burned to a CD and sent to the printer or in some cases the company will have an FTP site where you can upload the files directly (files must include all graphics and fonts used in the publication).
- ❑ Provide a composite proof along with files (hard copy, so they can see how it is supposed to look).

High-end print jobs (to be sent to commercial off-set printer)

Include colour jobs, large quantity jobs, sizes or folds that are out of the ordinary, gloss paper, etc.

Specification example for high-end print job:

- ❑ Project: 6 panel glossy camp brochure
- ❑ Size: 22" x 8.5" bleed, 6 panel accordion fold (specifically, folded in half and then in thirds)
- ❑ Paper: 160m gloss
- ❑ Colour: 2/2 (black & Pantone 117u)
- ❑ Quantity: x 30,000
- ❑ Program/Files: PC, PageMaker 7.0, all graphics at 300dpi and true type fonts (included on disk)
- ❑ Delivery: All files on CD, delivered to printer Monday, June 6, 10am (final printed job needed by Friday, June 10, end of day)
- ❑ Special Instructions: To be delivered to 2 different locations in metro, 5000 to Dalplex and 25,000 to the Halifax Herald

Special notes for high-end print jobs:

- ❑ Be sure you make a mock-up of your job before hand so you are sure about size, folds, colour bleeds and registration. It is also wise to print your file from the disk you made for the printer to ensure that there are no errors or no missing files.
- ❑ Once the job is sent to the printer, they will send you a blue-line or colour key proof, usually within a day or two. In this proof you should be looking for errors made on their end, for example, problems that may have surfaced when they opened the file (e.g. an incorrect font, a sentence cut off at the end of a page, a logo that is the wrong colour, etc.). You will not be charged extra for them to correct problems that they have created but if you have the printer correct spelling mistakes or other changes to the document at this point, you will be billed accordingly.
- ❑ If your document is stapled or folded or die cut, they will also send a low-resolution mock-up of how this will look. Realize that your signature on the proof represents your approval and it is your agreement that all work done up to this point is correct.

Small quantity colour print jobs (to be sent to digital print house)

Include posters in quantities less than 100-150, at 11x 17 or smaller, colour postcards on card stock, etc.

Specification example for small quantity colour print job:

- ❑ Project: camp poster
- ❑ Size: 8.5" x 11" full colour, print one side only
- ❑ Paper: 140m gloss
- ❑ Quantity: x 100
- ❑ Program/Files: PC, PageMaker 7.0, all graphics at 300dpi and true type fonts (included on disk)

Special notes for small quantity colour print jobs:

Basically, they load your files onto their machine and print your copies on a very high-end laser printer. The quality of the end result is quite good.

Low-end print jobs for two-colour off-set or photocopying (Commercial Copy Centre)

Include two-colour business card printing on card stock (no gloss), straight copying, document binding, etc.

In-house printing

In-house printing within your athletic department is beneficial for small black and white jobs or one-time colour printing purposes because of the convenience of having the printer and end result at your fingertips.

When getting into large quantity printing or full colour printing, use an outside print company; otherwise your costs will be enormous for print cartridges and the wear and tear on your personal equipment is not worth the convenience. Invest in good quality laser printers that in the end are more cost effective and also produce a much better product. Speak with your on-campus print shop and investigate opportunities to pre-print templates of posters and game day programs in full-colour on matte paper, so that they can copy directly to your pre-prints. This will greatly enhance the quality of the product while keeping your weekly printing costs low.

CHAPTER 10: REPORTING: THE BASICS

By Benoit Mongeon, Université de Montréal

What is a basketball game without a final score? A 60-metre sprint without a final time? Not much more than your average backyard scrimmage! No matter what we want to believe, results are everything, or at least the most important thing, to the sports fan.

In this section, we take a look at a various steps the communications professional must follow to ensure the result of his/her home events are available to as quickly as possible to the widest possible audience.

The basics of reporting

Reporting the score/result as soon as possible following the end of your game is one of the most important components in your relationship with the media, but also with your regional associations, the national office as well as fellow institutions. This action, which takes only a few

minutes of your time, is not only vital for the credibility of your program and the CIS, but is often your primary contact with the media on a daily basis.

While it is virtually impossible for the communications professional to attend ALL of their institution's sporting events during the course of a season, many solutions exist to ensure score reporting of all games: a coach contacts the media directly, a coach (or team staff member) enters the score on the web, hire a student assistant, etc.

From a media perspective, score reporting is necessary at the local, provincial and national levels. Requirements from your regional association and the national office (CIS) might be slightly different, and may differ from sport to sport. The communications professional must be well-versed in the specific procedures for all sports in order to make sure they fulfill requirements.

In order to understand all the components of score reporting, the following is an example of the tasks a communications professional must accomplish during and following a football game.

During the game

- ❑ Report score to the CIS office as well as selected media outlets such as TSN, Sportsnet, The Score, etc. You may also be required to update additional people such as schools from your regional association as well as your regional association office.
- ❑ Most requirements for in-game updates will be for halftime scores. Some media outlets require an update following each quarter.
- ❑ Most in-game score updates will be by phone.

After the game

- ❑ Phone calls to the following organizations and national media outlets should be made immediately following the end of the game: CIS office, regional association office, Canadian Press (and/or Presse canadienne), TSN, Sportsnet, The Score, etc.
- ❑ Post final score on the following websites: CIS, regional association, school (your own).
- ❑ Enter and/or send game stats to CIS, regional associations, others (teams from regional associations, etc.)

CHAPTER 11: REPORTING: INFINITY PRO SPORTS

By Michel Belanger, CIS Office

Since 2003, the CIS has worked in partnership with Infinity Pro Sports, a Texas-based company statistical entries/reporting on its website (results, individual and team statistics/leaders, schedules, standings, etc.) in the sports of basketball, football, hockey, soccer and volleyball.

Some of the key features of the Infinity Pro Sports system include:

- League and playoff schedules are uploaded in Infinity Pro Sports database-driven system by the regional associations and/or the CIS prior to the season;
- Rosters are uploaded in the system by the schools prior to the season;
- Results and statistics are uploaded by the host school following each game (note: the system is built so that stats can be uploaded from either from a software program (for example: Stat Crew) or manually.

The following is an overview of the various Infinity Pro Sports features used by the CIS, as well as a step-by-step user guide.

CIS Online Statistics Program Guide

- Web address: <http://cis.infinityprosports.com/update/>.

Log in and first steps

- Enter user ID and password (provided by the CIS)
- Click login
- Select sport from drop down menu on top right hand corner – the system shows those sports that your school participates in.
- Select what you would like to edit from top menu in beige/yellow
 - Schedule (for score & stats)
 - Roster
 - or, log out

Entering a score

Note: if you are entering your stats by uploading an XML file (see next item), skip this step. Your score will be automatically entered from the XML file.

- Click enter/edit box score
- Enter home score
- Enter visitor score
- Enter location (town/city)
- Check kind of game (league or postseason)
- Click save & continue

Entering stats (from XML file)

Note: use this option if you are using Stat Crew (available for football, basketball, volleyball, hockey, soccer)

- Click import XML
- Click browse and choose XML file from your computer
- Click upload XML

Note 2: If you use Import XML to enter stats, you can go into the system later and make changes manually. However, once you are finished, always remember to click save.

Entering stats (manual entry)

Note: use this option if you are not using Stat Crew.

- Click enter/edit box score
- Click save & continue (score has already been entered at this point)
- Enter home stats, then click save & continue (far right)
- Enter visitor stats, then click save & continue (far right)
- Enter score statistics, then click save & continue
- Enter FGAS statistics, then click save & continue
- Enter home quarter statistics, then click save & continue
- Enter visitor quarter statistics, then click save & continue

Roster (manual entry)

- Select a team
- View option

- Show disabled players or not - clicking on the box will show them.
- Add a player
 - Enter first name
 - Enter last name
 - Click add player
- Edit player
 - Click on “edit” next to the name of the player you added or *any* other player
 - Edit name
 - Upload photo (choose a file from your computer, click to add it)
 - Delete photo - checking this box will delete the current photo shown with player’s name and information
 - Enter/edit player’s jersey number
 - Enter/edit player’s position
 - Enter/edit player’s height
 - Enter/edit player’s weight (men only)
 - Enter/edit player’s eligibility year
 - Enter/edit player’s date of birth (m/d/yr)
 - Enter/edit player’s course
 - Enter/edit player’s academic year
 - Enter/edit player’s hometown
 - Enter/edit player’s province
 - Enter/edit player’s high school/Cegep
 - Enter/edit player’s club/last team played for (league)
 - Enter/edit player’s bio
 - Click update
 - (To bypass all of this, you can always click “back” at the top of the page and go back to the previous page)
- Disable Player
 - Player will not be shown on roster
- Merge Stats
 - Merge stats from other player(s) that have the selected player’s stats (to correct a situation where box scores imported from XML are incorrect)
 - Select player to merge stats from
 - Cancel or merge stats

Roster (Excel file upload)

A second method of entering a roster in the Infinity system is to upload an Excel file (use the “Roster Fields” template file that was sent to you as a sample).

The fields and format were taken directly from the CIS eligibility roster and for the upload you must keep the same fields in the same order. Please keep this format for consistency. Note: Do not enter the weight category in for women’s teams.

- Entry
 - Once you have entered all information into the Excel file:
 - Save as
 - Save as type
 - CSV (comma delimited) – file extension is “.csv”
 - Log-in to the Infinity system and upload by:
 - Select the sport from the top right hand corner

- Click on roster
- Click your “team”
- Import roster
- Browse for file and double click to select
- Upload

Head shots

- Select the sport from the top right hand corner
- Select roster
- Click on “edit” for a player
- You will see an upload photo area.
- Browse for file and double click to select
- Upload
- Repeat process for all athletes

Log out

- Safely logs you out of the system – to re-enter, you’ll have to fully log in with user name and password.

CHAPTER 12: STAT CREW

By Eric Cederberg, Acadia University

Stat Crew is a software program that enables statistics to be entered as a game progresses, and allows the instant production of score sheets/game statistics in a variety of sports including soccer, hockey, basketball, volleyball, baseball, lacrosse, football, tennis and field hockey.

Regional associations within the CIS have adopted Stat Crew at various degrees for a number of CIS sports including basketball, football, hockey, soccer and volleyball.

In this section, we take a look at the basics of the software.

The Basics

All game scoring and utility modes in Stat Crew are run from the Stat Crew DOS menu. Input of live game statistics and various utility functions for maintaining and moving files take place within a DOS operating system rather than a Windows operating system. The production of game reports and other functions can be done in the Stat Crew Windows operating system.

Standards used in Stat Crew DOS system are much different than that of Windows. In most cases the software is “key sensitive”, meaning you will not have to press the ENTER key after pressing a code or character. On most screens, messages directing you to do something will usually appear at the bottom or near the bottom of the screen. CTRL + ENTER is used to save or update the record or file and ESC will take you out of a function and take you back to an entry point. ENTER or TAB will usually move you to the next field. The DOS operating system utilized by Stat Crew is primarily for the statistician.

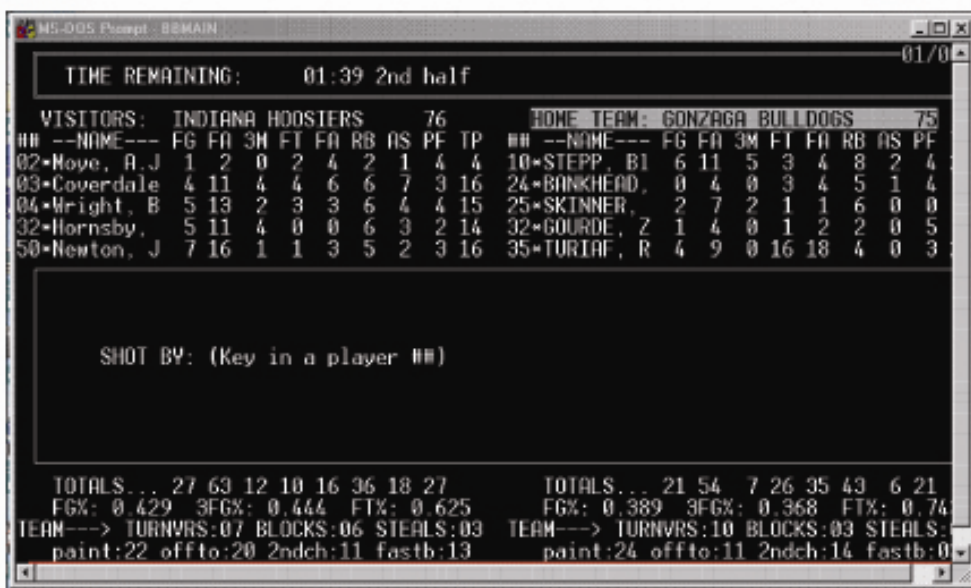
Stat Crew produces concise statistics in various report formats. Along with the production of reports, Stat Crew can be used in creating team and regional association statistics (with the

purchase of the Stat Crew Conference package). Along with the production of statistics in various report formats, it also produces the reports in HTML, XML and text files.

TASLive – additional Stat Crew software can be purchased to create a live feed (ftp) to a server for view on a live update of statistics from a game on the internet.

Stat Crew allows you to put real-time official game stats and play-by-play live on the internet with TASLive. Upon connecting the computer to the internet, updates to the web are automatically posted after each play. TASLive consists of the Windows game reports "live" feature along with a product called TASFtp. As soon as a play is entered, TASFtp automatically updates your website with current, up-to-date game stats and play-by-play information. TASFtp will create either pre-formatted HTML frames that go directly to the site, or will send "raw" XML data to the server for use by a custom application that formats and displays the statistics.

Remote statistics displays are also available with Stat Crew. This allows a networking of monitors for announcers or broadcasters to view up-to-date statistics as they are entered into the statistical computer.



Game-time input screen shows players in the game

Shows running clock.

Prompts display for each input sequence.

Possession toggles automatically on made FG, turnover

Introduction to Stat Crew

Producing reports and exportable files can be done within the Windows operating system for most Stat Crew software. Each sport has minor differences. The basics of producing the necessary files for the CIS Infinity system and the regional association software package are as follows:

Example: Basketball Stat Crew

Packing Files (for conference stats package):

- Select from the Stat Crew Control Panel Utilities/Roster Maintenance
- Select at the top of the window Import/Export
- Select Pack game files

- The drive to find the game should be c:\statcrew\200506
- Select the game to be packed
- The computer will indicate that game has been packed
- You should be able to find the file in the root directory c:\statcrew\200506 for retrieving purposes.

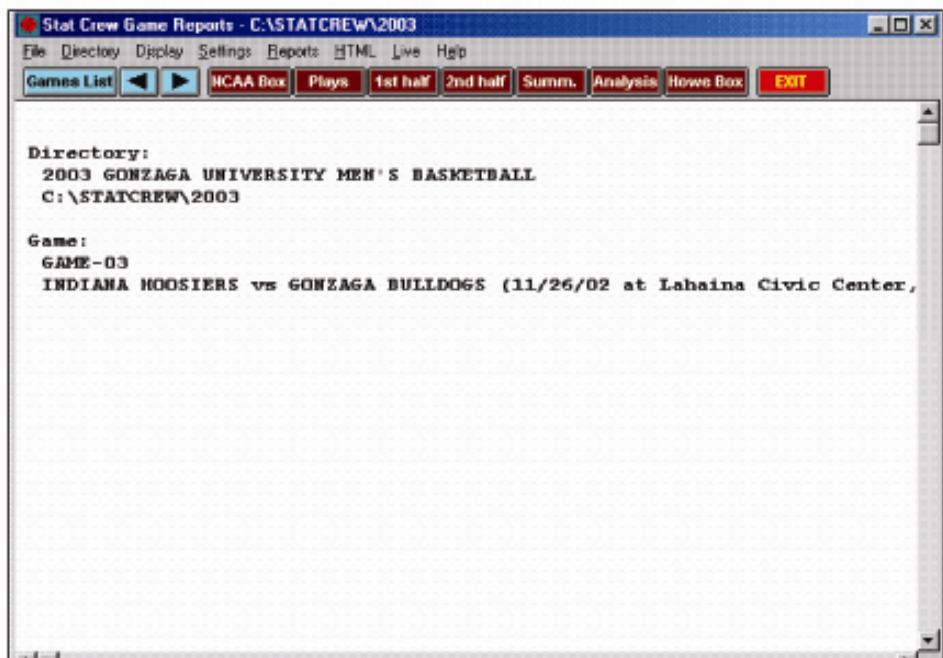
Example: Basketball Stat Crew

Producing the HTML file (for use by members or included in media e-mail):

- Select from the Control Panel (make sure Basketball tab is selected) Game Reports**
- Click on the Game List button and select the game
- Select at the top of the window HTML
- Select generate

Producing the XML file (utilized by CIS Infinity System):

- Stay in the same window (Game Reports) and you can produce the XML files here too
- Select at the top of the window Reports
- Select XML Output
- Type in team codes (ACA – Acadia, LAU – Laurier) and press OK
- The XML file window will pop up
- Select Copy
- Then Select Copy to File and place the XML file in c:\statcrew\200506/reports folder



Game Reports Window

Within this window, reports can be produced and also formatted according to your needs, whether it is the game report options, html set-up or text file production with or without tabs.

While Stat Crew has a cost for its use (averaging \$350 US), Stat Crew does eliminate the delay and errors in calculating end-of-the-game final reports through manual means. A typical Stat Crew production will require two spotters (callers) - one for each team and a data-input person

(inputter). In some cases, a fourth person (scribe) is required to record statistics if the data-input person begins to fall behind.

Ideally, the callers should be aware of how the data is entered by the inputter at the request of the software. In knowing so, callers and the scribe can ensure that all data is given accurately to the inputter. Callers should know what terms are used by Stat Crew and the data inputter.

Roster import and export

Roster import and export are usually done in the DOS mode – in other words, if you use the Stat Crew control panel, select Game Scoring which will bring you to a DOS formatted window. Select “U” for Utilities. In Utilities, File Maintenance and Roster Maintenance can be done. Select File Maintenance. Following this selection, you will need to select Import/Export. After this selection, you will note the many options of importing and exporting files. Make note of this for other importing and exporting of other files.

Select either Import Roster or Export Roster. To import or export rosters, you must know the file name and where the roster is stored or to be stored for access. Use the proper naming of your file in DOS. The file name should begin with C:\ followed by the folder name or names. Each folder name is separated by a back slash (\).

Example of Basketball Report:

This report was exported as text file and adjusted according to the tabs I required to fit this report on this page. A generated html file would look very similar to this text version.

Official Basketball Box Score

Acadia Axemen vs Saint Mary Huskies
03.10.05 8:00 PM at Halifax Metro Centre

VISITORS: Acadia Axemen 8-12

##	Player Name	TOT-FG FG-FGA	3-PT FG-FGA	FT-FTA	REBOUNDS			PF	TP	A	TO	BLK	S	MIN
					OF	DE	TOT							
21	Achuil Lual..... f	6-11	0-0	0-3	4	11	15	2	12	2	1	1	2	37
33	Clint Bateman..... f	8-14	2-4	6-10	2	5	7	3	24	1	1	0	1	31
11	Jared Budd..... g	1-16	1-8	0-0	0	3	3	1	3	1	2	0	1	40
20	Nicholas Landrigan.. g	2-7	1-5	1-2	0	3	3	4	6	4	1	0	1	29
32	James Burke..... g	4-9	1-4	0-0	4	0	4	0	9	2	5	1	1	32
12	Jason Jordan.....	0-3	0-3	0-0	1	3	4	1	0	3	0	0	0	11
24	Jordan Sheriko.....	1-3	0-1	0-0	1	0	1	1	2	0	1	0	0	8
43	Mike Filinski.....	2-3	0-0	0-0	1	2	3	2	4	0	0	0	0	12
	TEAM.....				2	2	4				1			
	Totals.....	24-66	5-25	7-15	15	29	44	14	60	13	12	2	6	200

TOTAL FG% 1st Half: 14-32 43.8% 2nd Half: 10-34 29.4% Game: 36.4% DEADB
3-Pt. FG% 1st Half: 4-14 28.6% 2nd Half: 1-11 9.1% Game: 20.0% REBS
F Throw % 1st Half: 1-7 14.3% 2nd Half: 6-8 75.0% Game: 46.7% 3

HOME TEAM: Saint Mary Huskies 11-9

##	Player Name	TOT-FG FG-FGA	3-PT FG-FGA	FT-FTA	REBOUNDS			PF	TP	A	TO	BLK	S	MIN
					OF	DE	TOT							
34	Jerome Goodman..... f	4-9	0-0	2-4	5	9	14	3	10	2	0	0	1	40
45	Morgan Ghallager.... f	2-6	0-0	0-0	1	3	4	1	4	0	1	1	0	17
14	Jonathan Thibault... g	4-10	0-3	2-2	0	6	6	3	10	3	1	1	1	36
21	Nelson Carvery..... g	9-21	3-9	2-3	0	9	9	2	23	3	4	1	3	36
32	Damon Cole..... g	1-5	0-1	2-3	0	2	2	1	4	3	1	0	1	27
15	Jason Cormer.....	0-0	0-0	0-0	0	0	0	0	0	0	1	0	0	5
31	Mark Ross.....	3-4	0-0	0-0	0	0	0	1	6	6	1	0	1	22
43	Damian Gay.....	3-6	3-5	0-2	1	2	3	2	9	0	1	0	0	17

TEAM.....					3	1	4							
Totals.....	26-61	6-18	8-14	10	32	42	13	66	17	10	3	7	200	
TOTAL FG% 1st Half:	13-33	39.4%	2nd Half:	13-28	46.4%	Game:	42.6%	DEADB						
3-Pt. FG% 1st Half:	5-10	50.0%	2nd Half:	1-8	12.5%	Game:	33.3%	REBS						
F Throw % 1st Half:	6-10	60.0%	2nd Half:	2-4	50.0%	Game:	57.1%	2						

Officials: Reg Caufield, Brent Stocker, Colin McAdam
 Technical fouls: Acadia Axemen-None. Saint Mary Huskies-None.

Attendance: 2583

Score by Periods	1st	2nd	Total
Acadia Axemen.....	33	27	- 60
Saint Mary Huskies.....	37	29	- 66

Current (June 2005) contact for more information:
 Monica Pellman, STAT CREW SOFTWARE INC
 230 Northland Boulevard Suite 234
 Cincinnati OH 45246
 EMAIL monica@statcrew.com
 PHONE 513-771-4192 FAX 513-771-4193

CHAPTER 13: NATIONAL CHAMPIONSHIPS: PREPARING FOR AND HOSTING

By David Kent, Carleton University

Preparing for or hosting a national championship in any sport represents a challenge for the sports information director or communications professional as it adds many new and/or additional duties/responsibilities.

In this section, we will look at some of these responsibilities when preparing a team for a national championship appearance or hosting a national championship.

Preparing for a National Championship

The following is a list of items the sports information director/communications professional should review when preparing for a national championship. For specific requirements, please refer to the CIS Sports Information Bulletin (**See Appendix 13A at the end of this chapter**).

1. Read CIS championship itinerary and CIS Sports Information Bulletin carefully and complete all duties/responsibilities.
2. Confirm your attendance at the CIS championship, your cell phone number and e-mail address.
3. Once you receive media accreditation form from the host, forward it to all your local media.
4. Confirm with the host SID all your local media that will attend.
5. Meet with your head coach and prepare the team list/roster, including your athletic director, assistant athletic director and any other official of the school who will be traveling in a working capacity. The list should include the athletic director, sport information director, therapists, team doctor, team manager, coaching staff and student-athletes.

6. Prepare a team media guide. Be sure the basics are in the media guide: team results, diary of the regular season and post season, team roster, bios, head and shoulder shots of all student-athletes and head coach, your contact information at the event, contacts for the hotel where you are staying, your website address, the championship website address and the host SID's information.
7. Once the media guide is completed, send it electronically to all your local media and the host school and create a "pdf" file to be posted on your website.
8. Ensure your team picture, roster, head coach's picture and school logo are provided to the CIS host for the program. If the championship is televised, send all athlete and coach head and shoulder shots to the host and the TV broadcaster.
9. If the championship is televised, call the network(s) to introduce yourself to the producer that will be working the CIS championship. Offer your assistance before you leave for the championship.
10. Keep in mind that your other varsity teams will likely still be playing and need your attention as well.

Hosting a National Championship

While the majority of requirements for hosting a national championship are provided in the CIS Sports Information Bulletin, the following is a list of some of the more common items/areas to be noted when hosting a CIS Championship. Note: individual requirements may vary by sport.

1. Organizing committee
2. Championship hotel
3. Vehicle rental company
4. Meetings
 - Technical meeting
 - Coaching association meeting
5. Team registration
6. Team functions
 - Banquet/awards celebration
7. Sports information - once a team qualifies for the championship they should provide:
 - Team line-up/roster
 - Head and shoulder shots of coach, captains, potential league all-stars
 - Team photo
 - School athletic logo
8. Media
 - Press conference (Let the media know when, where and who will be present)
 - Media accreditation (Let the media know when they can be accredited, use your website for the form)
9. Ticket prices & packages
10. Technical Information
 - Dates and times of games
 - List schedule by using regional association names so media can start to determine the pairings, i.e. OUA East versus QSSF.
 - Practice schedule
 - Schedule of events for the entire weekend
11. Facilities

12. Equipment
13. Athletic therapy/medical services

Appendix 13A - CIS Championship Sports Information Bulletin (team sports)

1. Championship Host

The championship host sports information office must receive the information below from participating schools:

a) Press Kit

- Send electronic copy of press kit to the host university sports information department.

Deadline: determined by host

- Send (number TBD and communicated by host) hard copies of press kit to the host.

Deadline: if a press conference is scheduled, host must receive hard copies of press kits in time for the event; if no press conference is scheduled, hard copies of press kits shall arrive with the team.

b) Team Information

The host requires the items listed below for use in the championship program and/or PowerPoint presentation. These are minimum requirements and the host may request additional information to be provided (e.g. video footage).

Deadline: determined by host

Note: check with host for desired format/resolution of photos (must be print quality).

- team roster
- season highlights (write-up)
- team photo
- action photos (at least 3-4)
- head shot and action photo of potential all-Canadians
- thumbnail sketch of potential all-Canadians

2. CIS Office

Below is a list of items the CIS office must receive from participating schools. The electronic copy of press kit will be posted in "participating teams" section of the championship website immediately upon reception by the CIS office.

a) Press Kit

Send electronic copy of press kit to:

CIS Communications Manager: belanger@universitiesport.ca

CIS Web & Statistics Manager: kmccann@universitiesport.ca

Deadline: Monday prior to championship.

Note: the CIS office does NOT require a hard copy of press kit either by courier or fax.

b) Team Information

The CIS Communications Manager requires the following team information for participating teams. Complete the following and return via email to belanger@universitiesport.ca:

Head Coach (name, # of seasons, career record):

Team regular season record:
Team regular season standing:
Team playoff record:
Team playoff finish:
CIS championship, total # of appearances:
CIS championship, year of last appearance:
CIS championship, result last appearance:
CIS championship, sequence (e.g. 5th straight, 9 of last 10, first in 10 years):
CIS championship, best result (with year(s)):
Conference award winners (current season):
Conference all-stars (current season):

Additional, interesting, human interest facts about your team (indicate 5-6) e.g.:

- Team qualified with OT win in conference final
- Team still looking for first win in fifth appearance at nationals
- Coach is 3-time conference coach of the year, former national team coach
- Player X had 10 multi-goal games
- Player X is son/daughter of
- Player X brother/sister played for school

Deadline: Sunday prior to championship

c) Major Award Winners

If your school has one or more CIS major award winners (player/rookie/coach of the year, etc.), bios must be prepared and submitted to the CIS Communications Manager to be used for CIS major awards and all-Canadians press release. Send via email to belanger@universitysport.ca.
Deadline: Sunday prior to championship

Sample of bio:

Joanna Niemczewska of the Calgary Dinos is the 2004-05 recipient of the Mary Lyons Award as CIS player of the year. She becomes the first back-to-back winner of the award since Jenny Cartmell of Alberta in 1998-99 and 1999-00.

The 5-foot-10, fourth-year right-side hitter finished second in the Canada West conference this season with 276 kills, 3.54 kills per game, and 4.10 points per game. The 21-year-old led the Dinos to a perfect 20-0 regular season record and the Canada West playoff title, one year after helping the Dinos capture their first CIS banner in 10 seasons. In 2003-04, Niemczewska was named CIS player of the year, CIS female athlete of the year, first team All-Canadian, and CIS championship all-star.

A native of Warsaw, Poland who moved to Calgary at the age of four, the social science student comes from an athletic family. Her father played on the Warsaw University basketball team, while her mother was a member and captain of Poland's national student volleyball team. Niemczewska joined the U of C directly from St. Mary's High School where she led her team to the City championship in both volleyball and basketball earning MVP honours in both sports.

d) Photos

Upload a high resolution head and shoulders shot of CIS major award winner(s) to CIS FTP site at ftp://universitysport.ca/upload/championship_photos/. Photo size of 4 inches wide x 5 inches high at 300 dpi is preferred as it is suitable for print and can be easily downsized for web usage.

Deadline: Sunday prior to championship (for head shots of major award winners)

Note: please feel free to upload any additional photos from your team (action shots, etc.) to the CIS FTP site.

3. Television

a) Press Kit

When a CIS championship is televised, it is each participating school's responsibility to ensure the broadcaster(s) receive all the information/material needed.

Note 1: TSN and RDS contact information as of Sept. 1, 2005. The CIS office will inform participating teams if contact information changes.

Note 2: The CIS office will advise participating schools if other individuals at TSN and/or RDS request your press kit or additional information (e.g. TSN producers Mitch Kerzner, John Hynes).

- Send electronic copy of press kit to:

RDS: Marie St-Arnaud mstarnaud@rds.ca

TSN: Jim Panousis jpanousis@tsn.ca

- Send 7 hard copies of press kit to TSN at:

The Sports Network

Jim Panousis

Senior Producer

9 Channel Nine Court

Scarborough, Ontario

M1S 4B5

- Additional TV contacts (in case they indicate they want to receive press kit or additional info):

TSN producer Mitch Kerzner: mkerzner@tsn.ca

TSN producer John Hynes: jhynes@tsn.ca

Deadline: Monday prior to championship

b) Photos

For some championships, TSN (or other broadcaster) will require head shots of players and coaches from participating teams. The CIS office will advise participating teams of the broadcaster's contact information for receipt of these photos and the method of submission (the intent is that broadcasters will pull required photos off of CIS FTP site, however, in some cases they may request specific submission requirements).

Deadline: Monday prior to championship (when required)

If you require any additional information after reading this sports information bulletin, please contact:

Michel Bélanger

CIS Communications Manager

Tel. (613) 562-5670 ext. 25

Cell. (613) 447-6334

belanger@universitysport.ca

CHAPTER 14: NATIONAL CHAMPIONSHIPS: ATTENDING

By Michel Belanger, CIS Office

More and more communications professionals travel with their teams to national championships and/or other major events (regional association championships, BLG awards, etc.). In order to maximize effectiveness when traveling with the team, the communications professional should keep in mind the golden rule of sports information on the road: you accompany the team to work, and work hard. You are not there as a cheerleader or a tourist.

In this section, we look at the main tasks to be accomplished by the communications professional prior to departure for a championship/event, and the tasks to be accomplished once on site.

Note: throughout this section, keep in mind two scenarios that will influence the work of the communications professional who travels to a championship/event: (1) if (some) local media also travel to the event, and (2) if no local media make the trip.

Prior to Departure

Most of the relevant information regarding the work that should be accomplished by the communications professional prior to a national championship can be found in the Sports Information Bulletin for each CIS national championship. In this section, we complement that information with some useful pointers in regard to servicing your local media prior to your departure:

- a) Try to sell your local media on the idea of attending the event to cover your team. The first step in doing this is to make them aware of the accreditation process. Circulate the form or contact information of the person responsible for media accreditation from the host committee.
- b) Whether your local media chooses to travel to the event or not, be sure the following items are taken care of:
 - i. Provide them with all necessary contact information (yours, your coaches', the host SID's, etc.);
 - ii. Circulate a copy of your team media guide (should also be available online);
 - iii. Circulate your team's schedule (arrival, practices, first game, return flight, etc.);
 - iv. Provide them with as much info as possible on the championship (website, schedule, etc.) and the other participating teams (ideally complete media guides, websites, etc.);
 - v. Inquire what their needs are (set up interviews in advance, etc.);
 - vi. Ensure your media list is updated.

Note (on team schedule): before you leave for a championship/event, always meet with your head coach in order to develop a media relations plan. How does he/she want to deal with interviews? Will his/her players be available before, after practice?

On-Site

As indicated above, the communications professional traveling to a national championship will face one of two scenarios in regard to their own local media.

If local media is not attending the championship, the communications professional's presence at the event becomes even more crucial, as he/she will be the "eyes and ears" of the team.

If local media will be attending, the communications professional has the added responsibility of servicing them and facilitating their work as much as possible, while still reporting to non-attending local media and fans via the school's website.

Other responsibilities include:

- Developing relationships with other media on-site (national media, media from the market of championship, etc.). Try to pitch stories on your team;
- Working with TV (if applicable);
- Developing relationships with the host SID and other SID's in attendance.

The following is a checklist of things to do upon arrival at the championship:

- Introduce yourself to the host SID;
- Hand out media guides to the host SID, and ask for participating teams media guides;
- Familiarize yourself with the venue(s) including the press box, interview room, etc.;
- Introduce yourself to as many people as possible (media, SIDs, host committee);
- Circulate your team's schedule (practices, etc.) and media availability (very important) to as many people as possible, and ask for the same information from other participating teams;
- If possible, contact your local media and ensure that they are set up (have all documents they need, have been accredited, have been assigned a seat in the press box, etc.). If necessary, introduce them to the host SID, other SID's on-site. You should serve as their host.

The bottom line is to let people know they can come to you if they have a question about your team. Consider championships and major events as extraordinary networking opportunities. Approach other communications professionals, media personnel and event organizers; don't wait for them to come to you.

Daily routine

The following is a checklist of tips and reminders that should help the communications professional accomplish his/her daily activities/responsibilities:

- Attend your team's practice;
- Set up interviews (post-practice, etc.) in a timely fashion so team can stay on schedule. Always keep in mind that the team can't be available for hours after a practice or game. For example: if practice ends at 11 a.m., lunch is usually scheduled for 11:30 a.m.;
- Have your cell phone on 24 hours a day and check emails on a regular basis (for media requests, etc.);
- Don't hide! Try to let people know where/how they can reach you at all times. Try to spend time at the venue, attend other team's practices, etc. Remember: you are the team's contact. You never know when media, TV, other SIDs could be looking for you or for info on your team.

- Game time: you know the drill. Working with media, setting up interviews, phone calls, press releases, etc;
- Update your website.

Useful side notes:

- Constantly pitch your team/athletes to the media. Never think a story is too small. It might be the one which breaks the bank;
- Don't rely on others to service your local media. Be pro-active (get them halftime stats, grab athletes/coaches after practices and games, etc.).

TV games

The communications professional will face additional requirements from the media if his/her team's game is televised. The golden rule: what TV wants, TV gets!

The following is a checklist of common TV needs/requests:

- Meet head coach or key athlete(s) prior to game (day before game, morning of) for interviews or simply to chat in order to learn more about the team;
- Pre-taped interviews with award winners;
- In-game (halftime, etc.), post-game interviews;
- Additional information that might not be found in the media guide.

Press releases

The following is a suggested list of press releases for the week of a championship. Be sure to send at least one press release every day, even if your team is not playing.

- Prior to departure: championship info (team schedule, practice schedule, media availability, etc.);
- Day one: arrival (first impression/comments from coaches/athletes, outlook of first opponent, time of first game, etc.);
- Following days:
 - Award recipients (if applies);
 - Game recaps (ideally if time permits, include quotes, at least from your team);
 - Team return (time of flight, etc.).

Photography

Most communications professionals will carry a digital camera for still shots such as an awards presentation, coaches/players on sidelines, interview sessions, etc. This camera, however, is likely unsuitable for action shots. In this case, work with the championship photographer (or a fellow SID) to obtain action photos.

Regardless of how you get photos of your team, be sure you use them for your website, ask your media (on site and back home) as well as fellow SID's if they have any photo needs.

CHAPTER 15: PROFILE FORMS: ATHLETES AND COACHES

By Eric Cederberg, Acadia University

The collection of student-athlete information can be used in many variations including game day rosters, CIS and conference rosters and for athlete profiles on websites and in media guides.

Rosters include information important for sport fans, while profiles can include less sensitive personal information, historical information, photographs and statistical information for sport fans and the media.

Proper protocol must be followed in obtaining and maintaining personal information from a student-athlete. Canada has two federal privacy laws, the Privacy Act and the Personal Information Protection and Electronic Documents Act.

The Privacy Act took effect on July 1, 1983. This Act imposes obligations on some 150 federal government departments and agencies to respect privacy rights by limiting the collection, use and disclosure of personal information. The Privacy Act gives individuals the right to access and request correction of personal information about themselves held by these federal government organizations.

Individuals are also protected by the Personal Information Protection and Electronic Documents Act (PIPEDA) that sets out ground rules for how private sector organizations may collect, use or disclose personal information in the course of commercial activities. The law gives individuals the right to access and request correction of the personal information these organizations may have collected about them.

Initially, PIPEDA applied only to personal information about customers or employees that was collected, used or disclosed in the course of commercial activities by the federally regulated private sector, organizations such as banks, airlines, and telecommunications companies. The Act now applies to personal information collected, used or disclosed by the retail sector, publishing companies, the service industry, manufacturers and other provincially regulated organizations.

With the creation of the Personal Information Protection and Electronic Documents Act which received Royal Assent on April 13, 2000 and was updated August 31, 2004, the parameters around collection of information, whether personal or not deemed personal, has become more complicated. The purpose of the Act is as follows:

“The purpose of the Act is to establish, in an era in which technology increasingly facilitates the circulation and exchange of information, rules to govern the collection, use and disclosure of personal information in a manner that recognizes the right of privacy of individuals with respect to their personal information and the need of organizations to collect, use or disclose personal information for purposes that a reasonable person would consider appropriate in the circumstances.”**

It is recommended that you consider all information that you attain on a profile form to be personal and that steps be taken to ensure that the student-athlete is aware of your use of any material including photos, profile forms and other relevant personal information and that you receive his/her consent. Ensure that the athlete is aware of how you will use the information and that they can opt-out on providing you permission or the information you are seeking.

Note: Canadian Interuniversity Sport has included a request for permission on its Eligibility Form.

*** Information provided by the Department of Justice – Government of Canada*

Sample Information Release Forms:



***Acadia University
Personal Information Release Form***

Acadia University collects personal information pursuant to section 26 of the Freedom of Information and Protection and Privacy Act. The information you provide on the Player Profile form or the CIS Eligibility Form is used solely and expressly for the purpose of promotion, marketing and media relations of the Acadia University, Department of Varsity Athletics and its sports teams. Your signature allows Acadia University, Department of Varsity Athletics and its sports teams to publish your information as necessary and to provide your information to media, Canadian Interuniversity Sport, Atlantic University Sport, and other organizations as required.

I accept that the Acadia University, Department of Varsity Athletics and its sports teams will publish and provide my information and photo for promotion, marketing and media relations as described above.

I understand that the Acadia University, Department of Varsity Athletics and its sports teams do not require my consent to release information directly relating to the operation of the program or activity (e.g. scores, statistics, game summaries, press releases, game status, academic status).

I understand the Acadia University, Department of Varsity Athletics and its sports teams will collect only information necessary to carry out the activities listed above.

Name (please print) *Date*

Signature

Example of a Photo Release Form:



**Acadia University
Photograph Release Form**

For photographs and images taken of me by or for Acadia University I grant to Acadia University:

- Copyright and/or use photographic representations of myself in various forms of media used by photographers and computer artists to assist the University including to use in publicity, promotion, university advancement, marketing, and/or educational purposes including the use of any printed or multi-media materials for Acadia University.
- The right to identify me by name, program and such things as class year, graduation date, and hometown.

I hereby realize and accept that I am participating on a voluntary basis and will not receive financial remuneration from the photographer, Acadia University or any firm publishing and/or distributing the finished product.

I have read, understand and agree to this release.

Date _____

Name _____
[please print]

Witness _____
[please print]

Address _____

Address _____

Signature _____

Signature _____

Athlete Profiles

There are various methods of collecting athlete profile information, including electronic and paper forms which athletes can complete and submit. Wilfred Laurier uses an electronic form available on their website to collect student-athlete information (<https://www.laurierathletics.com/aboutus/addplayer.asp?ID=MBASK>) while McGill uses the hard copy form outlined below to gather this information. The important thing is to ensure that your school has an appropriate tool in place to collect this valuable information.

McGill Intercollegiate Athlete Profile Form (Page 1 of 2)

Last Name: _____ First Name: _____

Sport: _____ Jersey No.: ____ Gender (please circle): M F Student ID No.: _____

Position: _____ Ht: _____ Wt: _____ Nickname: _____

Are you right-handed or left-handed?: _____ Do you shoot left or right?: L R n/a

Years of university eligibility previously used (**excluding** the current season): 0 1 2 3 4

Date of Birth: (DAY): _____ (MONTH): _____ (YEAR): _____

Faculty: _____ Major: _____ Yr. in School: ____ Grad Student? Y or N

Total credits required by your current academic program: 30 60 90 120

Hometown: _____ Place of Birth (i.e. city): _____

Previous school & year of graduation (just prior to McGill): _____

Previous team and coach (**excluding** summer teams): _____

Your Montreal Address & Telephone: _____

Your Permanent Address & Telephone: _____

Your E-mail Address: _____

Mother's Name: _____ Occupation: _____ University (if attended): _____

Father's Name: _____ Occupation: _____ University (if attended): _____

List the names & ages of your siblings (please indicate if they are brothers or sisters):

Please list anyone else in your family who played sports at McGill? (e.g. father, brother, mother, sister, cousin, grandparents etc.):

Name	Relationship to you	Sports Played Awards/Achievements
_____	_____	_____
_____	_____	_____
_____	_____	_____

Do you participate on other varsity teams at McGill? Yes No Which teams? _____

By signing this form, I acknowledge that I have read and understood the eligibility regulations. I also agree to allow the Communications & Publications Office to use my biographical information and any photographs for promotional purposes.

Athlete's Signature: _____ **DATE:** _____

McGill Intercollegiate Athlete Profile Form (Page 2 of 2)

Please list any University ACADEMIC Honours you have received (also indicate which year):

Please list any University ATHLETIC Honours you have received (also indicate which year):

If you have done any community service or volunteer work, please list and indicate year:

Why did you choose to attend McGill? _____

What are your future plans after McGill? _____

List any teams that you have been captain of and indicate which year:

List any pro teams that you may have played for and indicate which year:

List any teams that you may have been drafted by (or tried-out for) and indicate year:

Please indicate if you are a nationally carded athlete or if you played on a national or provincial team (list sport, team, year, championships, events, e.g. PanAm Games etc.):

If you played on a CEGEP or H.S. or junior team, list team, year and & honours/championships:

If you played in a recent summer league, list team & year (indicate honours/championships):

Hometown Newspaper:

Hobbies/Interests:

Favourite Athlete(s):

Favourite Movie(s):

Favourite Food(s):

Coach Profiles

In producing a biography or profile of your head coach of a particular program, a resume of the coach is a handy item to obtain in order to retrieve information on his/her past experience. In most cases, the resume has been catered to meet the needs of a prospective employer and as such includes a wealth of pertinent information.

Ensure that all information is accurate and up-to-date by having a coach edit or proof their biography.

Most coaching biographies include the most recent relative information and gradually include relative past information towards the end of the profile. The biography or profile should be in chronological order from most recent to past experiences that relate to sport. Relative information should include:

- Most recent coaching position and win / loss record
- Major awards won over the last 10 years
- Relevant tournament, playoff wins over the last 10 years
- Off-season coaching positions
- Clinics attended as an instructor
- Past coaching positions prior to arriving to your institution
- His/her educational background, if relevant
- Relationship with past and present sports figures
- Family background (married with children, born and raised in what community, etc.)

Example:

Head Coach Jeff Cummins, hired as a defensive coordinator at Acadia University prior to the 2001 season, was named interim head coach in June of 2003. Cummins completed the 2003 season with a 4-4 coaching record.

Under his leadership during the 2004 season as the Axemen's new head coach, Acadia completed the season with a 5-3 record – best record in the last four years. Included in his head coaching duties this past season, Cummins coordinated the offensive unit along with coaching the running backs.

Cummins rallied the Axemen in the last game of the regular season by defeating the Saint Mary's Huskies at Husky Stadium by a single point. The win was the first defeat of the Huskies by Acadia in Halifax in seven seasons, dropping Saint Mary's to a 5-3 regular season final record and a first place tie with Acadia.

Jeff was named the 2004 Atlantic University Sport Coach of the Year. The Award, voted on by his peers, honours the AUS Football Coach who's efforts had an impact on his team and the AUS Football Conference.

As defensive coordinator from 2001-2003, Cummins made strides in advancing the defensive unit to one of the best in the country. Bringing a wealth of experience and knowledge to the program, his intense demeanour on the field and fun-loving character off the field, has been a great asset in developing a nationally competitive program.

A defensive end and tackle, Cummins played in the Canadian Football League on various teams including: Las Vegas, Ottawa, Toronto and finishing on the 1999 Grey Cup Champions Hamilton Tiger Cats, following his graduation from the University of Oregon in 1992.

A native of Torrance, California, Jeff has made Wolfville home with his wife Karen, son Joshua and daughter Sydney.

CHAPTER 16: AWARDS

By Benoit Mongeon, Université de Montréal

Many awards are handed out during the course of a season and the role of the communications professional is to gather precise and complete information on his/her athletes in order to submit these athletes for the various honours.

In this section, we examine the various awards handed out by the CIS and its regional associations as well as the process for each award or honour.

Useful information and material to include when submitting a nomination are: current stats, stats from past seasons, previous awards, records, team performance, impact on team's performance, quotes (from coach, teammates, staff, etc.), etc.

Annual Awards

Regional association awards

All-star teams

Toward the end of the season, regional association offices send each school a nomination form that will be used to choose the regional association all-star team(s).

Individual awards

Individual awards may differ from sport to sport, but the most common are: Player of the Year, Rookie of the Year, Coach of the Year and Outstanding Student-Athlete.

An athlete honoured at the regional association level is automatically considered for the same honour at the national (CIS) level. Therefore, you will be required to provide the CIS office and the host of the CIS championship with additional information such as photos (head shot, action shot), a more detailed biography, etc. prior to the respective CIS championship.

National association awards (CIS)

All-Canadian teams

Once regional association All-Star teams are determined, another vote is held to choose the members of the CIS all-Canadian teams (first team, second team, all-rookie team, etc.), who are typically honoured at a reception during the week of the CIS championship. Again, the communications professional will be required to provide the CIS office and the host of the CIS championship with additional information such as photos (head shot, action shot), a more detailed biography, etc. prior to the respective championship.

Individual awards

Once regional association major award winners are determined, another vote is held to choose the CIS major award winners. In most cases, these individuals will also be honoured at a reception during the week of the CIS championship. Again, the communications professional will be required to provide the CIS office and the host of the CIS championship with additional information such as photos (head shot, action shot), a more detailed biography, etc. prior to the respective championship.

Other Annual Awards

BLG Awards (CIS athletes of the year)

Since the 1992-93 season, one female and one male athlete have been honoured as CIS athletes of the year. Sponsored by the law firm Borden Ladner Gervais, the BLG awards are presented annually in May, in Calgary. Four female and four male nominees (one female and one male from each regional association) travel to Calgary for the three-day event.

Each school can nominate one female and one male athlete. These athletes must have participated in a CIS sport for a period of two years (including the current year of nomination), must be in a course of study leading to their first undergraduate degree or graduate program, must be the institution's "Athlete of the Year" or the runner-up, and must not have already won the BLG Award.

Each regional association selects the nominees who will represent the association at the national level. The role of the communications professional is to complete the nomination form provided by the CIS and return it to his/her regional association.

Academic all-Canadians

Following each season, the CIS unveils the list of academic all-Canadians, which honours all student-athletes who have maintained an academic average of 80% (3.45 GPA) or better during the course of the academic year while suiting up for one of their school's varsity teams.

Fred Sgambati Award

The Fred Sgambati Award is presented annually during the CIS annual general meeting (AGM) to a member of the news media who has made a significant contribution to the development and growth of Canadian Interuniversity Sport. The role of the communications professional is to complete the nomination form provided by the CIS and return it to the CIS office.

Note: In 2004-05, Canada West initiated its own media award at the regional association level. The Fred Collins Award recipient becomes the Canada West nominee for the Fred Sgambati Award.

Weekly Awards

Athletes of the week

Every week during the competitive season, the communications professional can submit to his/her regional association the names of one female and one male athlete for the regional association athlete of the week honours. Only the performances from the previous week (Monday to Sunday) are considered. Regional association athletes of the week become the nominees for the CIS female and male athlete of the week awards.

Note: CIS football has its own athletes of the week system. One defensive player, one offensive player, and one special teams player of the week are selected by each regional association. Regional association players of the week become the nominees for the CIS player of the week awards, announced every Tuesday.

CHAPTER 17: PHOTOGRAPHY

By Nick Pearce, Dalhousie University

Photography is often an overlooked and undervalued aspect of sports information. It is usually given last-minute thought and can be seen as a burden or distraction to coaches and athletes. However, professional and organized photography can play a vital role in a program's overall success. Therefore, taking time to do photography correctly is worth the investment of both time and money.

A successful program must consistently produce three types of photographs, including athlete/coach head shots, team photographs and action shots. All of these photographs are needed at some point during the athletic season and each area has its own unique characteristics.

In this section, we will examine the proper way to create, produce and maintain high quality photographs, including desired sizes and proper filing systems.

Head Shots

Head shots are required for the CIS Infinity system. They are also the most often requested types of photos from the media. Head shots can be used in print advertising, on television broadcasts and many other places. It is wise to aim for a photo size of 4 inches wide x 5 inches high at 300 dpi as it is suitable for print and can be easily downsized for web usage.

The equipment needed to take good head shots is minimal. Any 3.2 (or higher) mega pixel digital camera will do. A neutral, non-reflective background should be chosen. Do not use a painted wall as the flash will bounce off it and cause a variety of issues. A cost-effective solution is to hang a piece of cloth or felt and have the subjects sit on a chair in front of it. A tripod should be used to insure camera stability and consistency between photos. Set up the tripod 3-4 feet from the subject and then just snap away.

Some helpful tips in getting the best possible results for head shots are:

- ❑ Be sure athletes know ahead of time about the photos.
- ❑ Try to avoid taking them during practice times as coaches tend to get antsy if they take too long – ask for the players to come early, or stay late if necessary.
- ❑ Take photos indoors when possible to avoid sunlight, shadows, etc. Do not bring athletes inside from bright sunlight and take photos immediately as you will see enhanced pupil dilation.
- ❑ Use a flash with red-eye reduction.
- ❑ Be sure that everyone is wearing the same uniform top or equivalent.
- ❑ Be sure that all excessive jewelry (large necklaces, big earrings, etc.) is taken off, as these are distracting and not appropriate for athletic head shots.
- ❑ If jackets are being worn, make sure each athlete has the zipper at the same level.

Team Photos

Team photographs are perhaps the most difficult of the three types to produce. A good camera is required and good lighting is helpful. An SLR film camera such as the Canon Rebel, or its digital equivalent, with a 35mm lens and flash should suffice.

Team shots are sometimes considered to be a bother to the coaches and athletes if taken mid-season, so it often is a good idea to try and arrange the team photo as soon as a roster is finalized.

Team photos are the most common photos displayed at athletic facilities and serve as an excellent way to honour teams from year to year. A team photo, when taken properly, will usually take 20-30 minutes from set-up to finish.

Some helpful tips in getting the best possible team photos are:

- ❑ Be sure the athletes know well ahead of time about the photo.
- ❑ Be sure that assistant coaches and trainers are informed of the shoot as well, as they are often overlooked.
- ❑ Have chairs or benches available for the first row or two of athletes. Having athletes sitting or kneeling on the floor often results in an uneven or lazy looking photograph.

- ❑ The standard approach of having tall people in the back and shorter people sitting is the best one. Often, coaches will want team captains or veteran players in the front row, so flexibility is necessary.
- ❑ Taking the photo at an elevated angle is a good idea as it provides a good view of all the subjects, and reduces foreground and background clutter.
- ❑ Taking the photo around a team logo or crest on the gym floor or ice surface adds some colour to the photo.
- ❑ When framing the shot in the camera view finder, be sure to leave space on either side as most team photos are printed as 8x10's and thus a tighter crop will be needed than what is seen on the camera.
- ❑ When using an on-camera flash in a gym or hockey arena, increase the flash power if possible to compensate for the light being lost to high ceilings.
- ❑ Try to avoid having sponsorship signage in the shot as it can be distracting and does not look as good as you think it will. Add sponsor logos digitally to the photo border if necessary.
- ❑ Be sure to take several shots. Also, as tempting as it is, do not count down "3,2,1..." before taking the photo as this leads to many sets of eyes being closed. The law of averages always has at least one person not looking at the camera or with their eyes closed in each shot. Taking 10-12 photos per team is a good way to ensure getting the best possible photo.

Action Shots

There are a number of factors which contribute to capturing high-quality action shots. First, good camera equipment is needed. Second, a well-lit venue is important. Third, an experienced sports photographer helps.

Good equipment, capable of producing photographs on par with most newspapers and magazines, requires a minimum investment of \$5000. This would cover a \$2000 camera body (such as the Canon 20D) and a top-of-the-line \$2200 telephoto lens (such as the Canon 70-200mm 2.8f zoom lens), as well as accessories such as a flash, memory cards, etc. Attempting to obtain good action photography with less than this is possible, but you will have a lower success rate of useable shots.

Using traditional digital cameras often yields poorer results due to the delay in taking the shot after the shutter is pressed, therefore a good digital SLR camera like the 20D is recommended.

A well-lit venue is beyond the control of most programs. Most school gyms and arenas are passable. The key to shooting in these venues is to have a camera that allows 800 and 1600 digital ISO (equivalent to low light film) and a lens that will shoot at an aperture of f 2.8. With the combination of this ISO setting and lens aperture, it is possible to achieve fast enough shutter speeds to capture good action shots. The minimum shutter speed required to capture good shots is 1/250 of a second, with 1/400 or faster being preferred. A 200mm lens will allow you to get very good shots of large areas such as: half of a basketball court, or from the blue line inwards in hockey, as well as about one quarter of a soccer or football field.

An experienced photographer is not necessary, but having someone familiar with camera equipment and the sport being shot is a bonus. Sports action photography is a skill that develops over time through repetitive practice. It is not as technically detailed as taking head shots and team photos, but does require a great deal of concentration and dedication. Basically, you can't just pick up a camera and go out and shoot.

Shooting locations are very important in action photography, with the best locations being in the end zones at the corners. This way a photographer will get plenty of action coming towards him and will also have a good view of the goal, net, etc. Getting low to the ground (i.e. sitting on the court or field) helps bring the photos to life. Photos taken from up high or from press boxes are not as desirable as low angles, but with a long enough lens (300mm or higher) some good action shots can be achieved.

Software

The final piece of the photography puzzle is software. A good photo-editing program, such as Photoshop Elements (\$120 retail), is necessary for cropping and enhancing photos.

Head shots should be cropped uniformly for all teams for consistency and should be done in both hi-res (for print) and low-res (for email and web). In simple terms, a photo that is 2 inches by 3 inches on a computer monitor is likely around 200 by 300 pixels in size (this is low-res). If a photo is 2 by 3 inches in a magazine it is likely around 600 by 900 pixels in size (this is hi-res).

The reason for this is because computer monitors display a much lower resolution (72dpi) than magazines print (300dpi). Newspaper editors or writers will often ask for photos at 300dpi. This is a common term that is thrown about without the realization it means nothing unless a printed size is given. For example, a photo printed 4 inches by 5 inches at 300dpi would mean a digital size of 1200 by 1500 pixels. As a communications professional cropping head shots, it is wise to use the ratio of width to height that the CIS Infinity site uses (1:1.25) as you will need to import athletes' head shots into the CIS Infinity system. For efficiency, begin the cropping process at a hi-res version at this ratio (900 pixels wide by 1125 pixels high), and then simply down size to low-res at the same ratio. This will save future cropping work and have consistency throughout all your printed and online material.

Remember, a high-res photo cropped at 900x1125 can be printed at 300dpi in a size of 3" x 3.75", a great size for print.

Cropping action shots is more complicated as colour balancing and other enhancements are often needed. Most software programs allow for auto balancing or similar functions. For the most part this works quite well, but occasionally a photo will look too blue or too green and this will then have to be corrected manually. There are many resources on the Internet and elsewhere that provide the basics of colour balancing.

Organizing Photos

The final thing to note when starting a photography system is what to do with all the photos.

Sorting and renaming them is a good idea. Delete any undesirable shots immediately. Back everything up to DVD or CD regularly. Being able to distribute and find photos when a reporter calls, or meet a deadline for a major championship is necessary. Once media and other parties know that you maintain a good library of photographs, the requests for them will not stop.

That being said, while it is important for a program to get photos printed in the papers, etc., it is very important to not give away all the rights to the photographs. The photographer who takes the shot is the copyright owner of the photographs, unless he is using your equipment and a written agreement is in place whereby the photographer gives up any ownership rights. Keeping control over who has access and who uses the photographs, and for what purpose, is a very

important consideration in terms of team and school branding, and controlling the type of exposure each team and athlete receives.

Photographs can be a very powerful and valuable asset for any athletics department, but it is also a resource that can be exploited by any number of parties, and especially in today's digital world it is important to take steps to protect the university, the department, the teams, and most importantly the athletes.

CHAPTER 18: ARCHIVING

By Teri Lake, Dalhousie University

The communications professional often faces their worst nightmare when confronted with a question in regards to the history of his/her varsity program. When was the last time that? Who holds the school records for? Has this team ever?

In this section, we take a look at actions the communications professional can take to ensure they have past information at their fingertips.

Organization

No two filing systems are alike. This means there isn't one fool-proof solution or step-by-step guide to guarantee your filing success.

The key is to have a logical, thought-out and organized method that works for you. And, don't forget that years down the road when one of your coaches wins a major championship or a former athlete is honoured with an award, your files should be user-friendly enough to be accessible by others and do what you intended them to do...provide information.

Keep in mind that what makes sense to you might not make sense to others. A suggestion is to test your system by asking a student or co-worker where they would look for certain information.

Some suggestions for attempting to classify the vast array of sport information documents are as follows:

- ❑ Active athletes – you should have one file for each active, or current year, athlete. This file should contain such documents as athlete profile forms, class schedules, etc.
- ❑ Administrative – This includes a number of old files (i.e. budgets, facility seating diagrams, sport programs, banquet programs and other publications, etc.)
- ❑ Clippings – One file of current year/season clippings should be kept as a running file organized by sport. At the end of each year/season, clippings should be moved to a more permanent location (file or binder) for easy access in the future. It is also helpful to record the publication, section, page and date on your photocopy for accuracy.
- ❑ Conference opponents – a place for keeping press releases, announcements, clippings, publications and media guides.
- ❑ Non-conference opponents – a place for keeping press releases, announcements, clippings, publications, and media guides.
- ❑ Past personnel – for past employees, you want to keep files on.

- ❑ Personnel – this should contain any relevant information on all active/current personnel such as payroll information, contracts, bios, clippings, photos, recognition awards and disciplinary tracking.
- ❑ Photos – In the dawn of the information age, photo storage is becoming very easy, manageable and space-friendly. Most photos are now taken digitally and can be filed and stored in digital format on CDs, FTP sites and on servers. A word of caution that digital image files need to be backed up on servers and/or CDs if you are saving to your hard drive. Next time your computer crashes, you'll be glad you took the extra few minutes to burn that extra copy! Don't forget to extend your file-savvy skills to the computer with organized and logical folders for your photos and other electronic files.
- ❑ SID files – These files should include the variety of administrative files you want to have at your fingertips (i.e. active budget, booster club information, sponsorship agreements, contact lists, memos, and event-specific files for championships, banquets, etc.)
- ❑ Sport-specific – Each sport should have their own file containing information from one year/season (i.e. roster, stats, recaps, outlooks/previews, season reviews, recruiting information, bios, memos)

Your role as the communications professional is to take action in order to preserve the legacies of your athletes. By collecting, organizing and maintaining accurate and thorough athlete and team information files, you are properly honouring their past, current and future successes.

Suggested Readings

- 1) Getting Things Done by David Allen (or visit online at www.davidco.com)
- 2) Getting Organized at Work by Kenneth Zeigler
- 3) Getting and Staying Organized by Corinne Livesay
- 4) Organizing From the Right Side of the Brain: A Creative Approach to Getting Organized by Lee Silber
- 5) The Personal Efficiency Program: How to Get Organized and Do More Work in Less Time by Kerry Gleeson

CHAPTER 19: WEBSITE

By Eric Cederberg, Acadia University

A university athletic department website can be one of the most important communication tools a communications professional can have, allowing for the communication and promotion of team information, event information and other newsworthy items to media, fans and other stakeholders. The development and maintenance of a website is a big undertaking but ensuring an accurate, up-to-date and esthetically pleasing web presence is critical.

A website becomes an extension of the athletic department and its programs. While print materials are still considered the “norm” for producing media and fan based publications, a website should have the same static content, while also integrating dynamic content whenever possible. This includes scores, box scores, conference standings, news items and much more.

Popular items or links found on the main page or main page menu of Canadian university sports website include:

- | | |
|---------------------------------|------------------------------|
| ❑ Media releases or game recaps | ❑ Scores/results/scoreboard |
| ❑ Schedules | ❑ Teams |
| ❑ Coming events | ❑ Athletes of the week/month |

- Award winners
(national/conference/department/team)
- Recruiting
- Athletic staff
- Contact information
- Mission statement
- Message from the athletic director
- Quick facts
- Job opportunities
- Sport camps
- Sports therapy information
- Ticket sales
- Facility information/membership opportunities
- Sponsors
- Common links
- Hall of Fame
- Fundraising campaigns/booster clubs
- Clubs links
- Multimedia
- Online store
- Kids zone/kids club/mascot
- Community reach programs
- Bulletins/newsletters
- Fan zone
- In game promotions
- Broadcast/webcast links

Popular items or links found on the team page or team page menu of Canadian university sports websites include:

- Media releases or game recaps
- Coaching staff biographies and photos
- Results
- Schedule
- Roster/team profile
- Statistics – national/conference/team
- Photo gallery
- Conference standings
- National top 10 rankings
- Season outlook/review
- Team history/quick facts
- Fundraisers
- All-Stars/MVP's
- Highlights
- Box scores
- Athlete of the week/month
- Events
- Captains
- Alumni
- Sponsors
- Camps
- Who to watch

CHAPTER 20: PROFESSIONAL DEVELOPMENT

By Kimberly Moser, York University

In this section, we take a look at the various professional development opportunities that are available to communications professionals within the CIS.

On-Campus Opportunities

At most schools, the human resource or employee relations departments offer a variety of courses in writing, research, supervision, computer programming and/or other areas. Take advantage of these opportunities as they are generally free to university employees or offered at reduced rates.

Regional Association Opportunities

Ontario University Athletics (OUA): The OUA has a Communications Committee that meets twice a year and is made up of Sports Information Directors (SIDs) and communications professionals from the conference.

Canada West: Canada West SIDs meet annually for information sharing and decision making regarding sport information topics. They have been doing this for several years and are at the point where they are making decisions that affect communications across the conference

Atlantic University Sport (AUS): AUS communications professionals meet regularly to discuss ideas and issues that directly affect communication professionals across the conference.

National Opportunities

Committee of Marketing and Sports Information Directors (CoMSID): CoMSID is comprised of one representative from each of the four regional associations, two at-large members, the Vice President of the CIS Marketing Committee, and two members of the CIS Office. The committee advises and recommends ways to improve communications between the CIS and its members; recommends enhancements in national communication and media relations initiatives, statistical and score reporting procedures, website development and publications; provides input and feedback to other CIS committees, develops and promotes the communications profession across the country; and, continually cultivates, creates and provides professional development opportunities to the CIS membership.

Universiades: As a national member of Fédération Internationale du Sport Universitaire (FISU), the CIS participates in a number of world university championships, as well as in the winter and summer Universiades, which are held every two years. These events are for student-athletes who are between the ages of 17 and 28, and are enrolled full-time in a post-secondary institution. As the second-largest sporting event next to the Olympics, the winter and summer Universiades offer CIS communication professionals a unique opportunity to work internationally as a media relations officer for Team Canada. There is generally one media relations manager selected to attend the Winter Games, while 4-5 media relations officers are selected to attend the Summer Games. Applications for the games positions are generally circulated a year in advance of the games by the CIS International Office.

CIS Championships: Attending CIS championships offer all Communication Professionals the opportunity to interact with colleagues from across the country, share ideas, witness how things are done in different conferences or regions, and most importantly, develop and broaden their media network.

Other Opportunities

College Sports Information Directors of America (CoSIDA): CoSIDA includes members in the United States and Canada. The association is designed to assist the SID at all levels. The desire is to have the profession take its rightful place on the decision-making levels of college athletics. CoSIDA sponsors an annual summer workshop with panels covering all phases of the profession. There are also more than 20 active committees that seek input from the membership on how things should be done. In the past few years, CoSIDA has made a major push to have more Canadian SIDs join the organization, attend workshops and get involved as committee members. For more information, visit the CoSIDA website at: www.cosida.com.

Canadian Sport Tourism Alliance (CSTA): CSTA's main objective is to market Canada internationally as a preferred sport tourism destination. The CSTA leverages its expertise and leadership to grow the \$2 billion a year sport tourism industry in Canada, promoting the development of partnerships between events' rights holders and host cities. Each year, the CSTA hosts the Sport Event Congress where guest speakers and panelists discuss major topics or ideas facing the industry. There is a special rate for CIS members to attend the Congress. For more information, visit the CSTA website at: www.canadiansporttourism.com.

Canadian Public Relations Society (CPRS): CPRS is a not-for-profit professional society dedicated to serving Canadians through the establishment and maintenance of high

professional, education and ethical standards in public relations. Through member societies, the CPRS provides advocacy, professional recognition, professional development, programs and services to its members. For more information, visit the CPRS website at: www.cprs.ca

National Association of Collegiate Marketing Administrators (NACMA): NACMA is a professional organization created by intercollegiate marketing administrators to provide for the exchange of current trends in intercollegiate marketing. NACMA hosts an annual convention at which guest speakers and panelists discuss major issues in the profession. For more information, visit the NACMA website at: www.nacda.collegesports.com/nacma/nacda-nacma.html.